

Wizard – Case Study

Client

In the early years of expanding the Wizard Group, it was recognized from the successes of Century 21, Metropolitan Life and UNAC that finding the right people with the right strengths were crucial to growing the business.

The Wizard strategy was to grow franchises based on the master model throughout Australia.

Requirement

Management required standards of high optimism, high attention to detail, an internal ability to follow through and complete steps, systems, processes with great flexible communication skills, critically important.

The business focused on finance and mortgages. Each individual must be highly competent in sales and people skills and be able to perform well in all aspects of the business.

One key strategy identified was that we must find these “socially mobile” individuals across different ethnic nationalities throughout Australia.

Six office locations in Sydney and Melbourne were selected and key roles included mortgage sales managers, client services managers and trainee mortgage processors.

Challenges

Finance roles required individuals with high attention to detail and an ability to follow through and complete tasks using steps, systems and processes. These were essential ingredients first, prior to finding other strengths.

In order to win new clients, we looked next at strengths in people skills, communication and optimism; so that we knew applicants would persevere and be able to overcome the challenge of rejection, a high factor in sales.

Where appropriate, we would find the right people from different ethnic nationalities and locations. E.G. Greeks in Melbourne CBD, Italians in Fitzroy and in Sydney - Italians in Balmain, , Chinese in Chatswood etc.

From the initial six locations, we would measure the results over 1-3 months, scores out of 10 for strengths and the scores overall that identified the high sales performers and profitable managers.

Solution

Over the first three months, we found ten people with high strengths relating to sales, processing and efficiencies, people skills, management, communication and optimism.

These people became the benchmark for each of the different roles and the foundation for recruits throughout Australia.

The sequence of strengths was essential, i.e. High AD, small picture, externally referenced, excellent balanced communication skills, high optimism and resilience.

We developed the process in that each strength would be scored out of 10, with an overall score out of 100. It very quickly became an easy, fast, cost effective and very accurate process to identify the right people to interview, train and appoint.

Time Line

Over the first twelve months, over forty new people with all the right strengths were recruited and trained.

In each role, there were five standout recruits with high scores in the majority of strengths and high overall scores.

In the second twelve months, we began group meetings for recruits and group profiling to fast track the systems of finding the right people.

Over a period of three years, over eighty first class recruits were identified, with a retention rate of over 92%.

Results and Conclusion

It became a fundamental strategy to focus on nationalities and the ten key sub-conscious strengths as the business expanded.

When the branding, PR and marketing combined to position the business as the leader in full disclosure of important factors in finance and mortgages; having the right optimistic people became a crucial "secret weapon" that the competition were not aware of.

Added to this, the C.E.O.'s provided "Level 5 Leadership" and creative management that ensured growth, productivity and high profitability.

Experience in all aspects of building his financial services company, has helped Denis Preston open the doors to niche markets that we may never have developed. Add the sales, recruitment and marketing mind sets and we have prospered from Coaching. **Mark Bouris C.E.O. Wizard**