

Leadership  
& Performance  
Development

LMA

# WESFARMERS FEDERATION INSURANCE CASE STUDY

## THE ISSUE

WFI differentiates itself in the crowded insurance market through the quality of its people and the relationships they build.

## THE SOLUTION

The LMA model of facilitation, coaching and mentoring fits in with the WFI leadership development program.

## THE RESULT

WFI and LMA's relationship means WFI's employees are confident and equipped for leadership and management, which means growth for the business.



## People development fuels business growth

**Wesfarmers Federation Insurance (WFI) was formed in 1919 to service the insurance requirements of Australia's rural community. The company has since grown from a small organisation, dealing solely with farmers, to one of Australia's largest insurance companies with clients from all walks of life.**

**WFI is wholly owned by Wesfarmers Limited, one of Australia's largest and most successful companies and as such is entirely Australian owned and operated.**

Unlike a number of other insurance companies, WFI prefers to deal direct with its clients face to face. The company achieves this with 80 branches across Australia to ensure a WFI representative is never far away.

## THE IMPORTANCE OF RELATIONSHIPS:

Howard King, CEO of WFI explains, "From our rural heritage, we are a very relationship driven business. Because we are in financial services our key point of differentiation is how we relate to our customers; that's essentially what we're selling." "This drives our orientation towards training and people development," adds Howard. "In addition to finance industry training we find it is important to get our people skilled for management, confident and developed both professionally and personally. We use LMA as an integral part of this employee training program."

# "The Effective Personal Leadership course increased my confidence to be an effective manager and develop a personal management style."

*Sandra Cunningham, WA Business Services Supervisor, Wesfarmers Federation Insurance.*

## **BENEFITS FROM THE WFI AND LMA RELATIONSHIP:**

WFI has seen real results and benefits from LMA. Howard says, "We have certainly seen a difference over time and our people have many positive stories about their experiences."

### **Through its long term relationship with LMA, WFI has achieved:**

- Improved training outcomes
- Better understanding of WFI's requirements
- Improved staff retention
- Succession
- Efficiencies
- Business growth

**To discuss how we can help you achieve exceptional results in your organisation, contact us on (Aust) 1800 333 270 or (NZ) 0800 333 270 or visit [www.lma.biz](http://www.lma.biz)**

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## **A COMBINATION OF PERSONAL AND PROFESSIONAL DEVELOPMENT:**

One of the attractions of LMA for WFI was the fact that its development process addresses both business and personal outcomes. Howard explains, "With LMA we get to develop our people in terms of both leadership and general qualities." "It is important to us that people feel they are benefiting individually from training; not just that WFI is better off." Howard continues, "Many staff members have commented that they find LMA a good balance between personal growth outcomes and business benefits."

## **WHY THE LMA APPROACH WORKS FOR WFI:**

WFI employees, who have participated in LMA programs, comment that they are impressed by the course structure, networking, real-life goal setting, mentoring, coaching and the personal growth aspect.

Sandra Cunningham, Western Australia Business Services Supervisor at WFI comments that the LMA Effective Personal Leadership course increased her skills for managing people. She explains, "There were real benefits from meeting with people in similar circumstances to me and bouncing ideas off them. I have since done a second LMA course, Challenge of Leadership, which has also contributed to my ongoing development."

## **PRACTICAL LEARNING OVER TIME:**

Howard comments, "Having an 8 to 10 week course structure is an advantage also. It lets people reflect on what they've learnt and allows them to put into place practical behaviours.

By the end of the program, they've actually changed a few habits that they wouldn't ordinarily have done, simply by doing a one week course."

# "With LMA our people are better equipped to move into new roles and perform more effectively and efficiently as leaders."

*Howard King, CEO, Wesfarmers Federation Insurance.*