

CASE STUDY:

HAL Group

The HAL Group transforms its corporate culture thanks to LMA



HAL
GROUP

The Issue:

Rapid organisational growth led to staff disputes and negative feedback from customers and suppliers.

The Solution:

LMA tailored an eight week Success Strategies program for the entire HAL Group workforce.

The Result:

A dramatic turnaround of the corporate culture; customer and employee complaints are now rare and productivity has soared.

HAL Data Services Pty Ltd (The HAL Group) occupies a unique position in the IT Supply and Finance market by operating a trading division to supplement its leasing operation, selling ex-rental equipment direct to customers.

Annual turnover now exceeds \$30 million and the company has increased its workforce by 25% in the last 18 months. Such accelerated growth placed enormous strains on the management structure, employee and customer relations. LMA tailored a Success Strategies program and implemented it company-wide to radically transform the corporate culture into one that now supports The HAL Group's continued growth and has virtually eradicated customer complaints.

LMA delivers measurable results:

Andrew Grant, Group Managing Director, reports, "LMA have been a complete success. Our primary corporate goals were to reduce customer complaints and staff disputes. These objectives were measurable and the results demonstrate a clear and dramatic improvement."

Only LMA offered a tailor-made solution:

Steve Jones, General Manager, recalls, "The sudden growth from 30 to 40 people exposed us to the associated problems that more departmental interactions bring. For the first time in our 10 year history we experienced a lot of disputes and negative feedback from customers and suppliers."

He continues, "There are some things you can't achieve with directives by email. We needed the expertise of training professionals. Of the two suppliers we briefed, LMA immediately impressed us by proposing a program tailored specifically for us. The other supplier offered only a standardised course."

Steve adds, "We'd already put two of our Sales Executives through LMA's intensive Personal Development course and they both spoke of the experience in glowing terms."

Creating exceptional results through people.

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Steve Jones, General Manager, HAL Group:

“The LMA course is well worth the money. My advice is identifying what you think the problem is, go over it with LMA and make the investment.”

Objective analysis clarifies the real issues:

Steve explains, “The Attitude and Culture survey that LMA performed gave us objective analysis to underpin our understanding of the issues.”

Key Objectives:

- Reduce employee disputes
- Improve productivity
- Reduce customer complaints
- Create a culture conducive to corporate and personal success

Staff buy-in from the most junior to the most senior:

“To demonstrate to staff just how serious we were about changing the culture, it was important they see the directors in the classroom alongside them” explains Steve. He adds, “It is a testament to the quality of the course that every employee we invited to attend turned up for the two hour session from 4-6pm for eight weeks. One hour was in company time, the second was in their own time. No one complained.”

He continues, “The forum style of the classes meant everyone interacted and contributed. It was always stimulating; no one was gazing at their watch.”

Andrew Grant adds, “The content was well developed yet did not make assumptions about levels of understanding, knowledge or ability.”

The training delivered results beyond original objectives:

- Reduced customer complaints. Dropped from five to one per month
- Less staff disputes. Staff are now equipped to resolve potentially confrontational situations
- Increased productivity
- Improved time management. Steve says, “I’m a practical person so I got a lot out of the time management module. The sales guys loved it as it’s helped them to prioritise.”
- Better planning skills. “Both the Success Strategies and the Personal Development course gave participants the skills they need to plan their work to get better results.”
- Effective communication. “I thought I was a reasonable communicator but I needed to be reminded of the difference between assertive and aggressive,” admits Steve
- Improved morale

A training partnership for the future:

Steve states, “Too often the good habits you learn on a course fall by the wayside once you’ve got your graduation certificate. LMA overcome this problem by conducting refresher courses to keep staff on track by reinforcing the original learning.”

He adds, “At the end of the training LMA conducted a post-course survey to evaluate the difference the training had made to our organisation. The LMA team are always enthusiastic and dedicated to helping us. We’re already planning our next project, an Effective Supervisory Management course to fast track our first time managers in their new role.”

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**