

REACH ECOSYSTEM

CUSTOMER STORY

*Major opportunities highlighted for strengths-based
management with the guidance of the
REACH Ecosystem*



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Background:

Con-x-ion is Australia's largest airport transfer company, which has grown through organic growth and 11 acquisitions over the last 10 years and has served more than 10,000,000 customers. This year they adopted the [REACH Ecosystem](#) and their CEO decided to use some of the REACH tools for their annual Executive Leadership Team off-site, planning day.

A 9/10 Experience

"We do Quarterly catchups and an annual planning day off-site with our 9-person executive team. I generally facilitate it, and historically I spend the time on what we're going to do and the objectives for the company over the coming 12-months," explained Stuart Stratton, CEO of Con-x-ion. "After becoming familiar with REACH, I thought I would change the focus this year and use the REACH tools to create better lines of communication and a better understanding of each other in the Senior Leadership Team".

"I was really happy with the outcomes and takeaways, and the team gave the day a 9/10 (and they're pretty honest when they don't like my sessions), so I thought the experience was great all round," said Mr Stratton.

What Happened

"We asked all the leaders to complete the 10-minute survey, prior to the event, and pre-prepared their reports and our team dynamics visualiser (a visual depiction of where the team members are placed based on the survey results).

To kick off the session we did a great icebreaker to get the communication and sharing going where everyone shares something about themselves that no one else on the team would know. Then we debriefed the leadership reports to get everyone clear on what the different styles and tendencies meant. Everyone was agreeable to the description the report gave of them, and we all got some of those 'ah ha' moments about ourselves and each other," said Stratton.

The Key Learnings

While the general team dynamics were important, where the day had real impact and produced real takeaways for the business moving forward, were:

- 1. We have a major opportunity for strengths-based management and strengths-based task allocation in the Senior Leadership Team.**

People realised they were all falling into the common trap of assuming that everyone didn't like the same tasks that they don't like, so we were all accepting tasks out of professional commitment that didn't energize us or play to our strengths.

The discussions that unfolded, guided by the REACH framework, led us to realise that we all like and don't like different things, and we tend to do the things we like more enthusiastically, proactively and thoroughly than those we don't; it's just human nature.

However, we all fell into the same trap of assuming that, because we dislike something, everyone else must feel the same way.

This was a fantastic opportunity to help all of us to spend more time focussing on the things we enjoy and gave all of us the best opportunity to contribute more to the organisation.

We identified that we are heavy in coaches and counsellors in the senior leadership team, but we only have 2 drivers and 0 advisors.

I am proud and pleased that we have such a people-oriented leadership team, however the organisation and our customers need to ensure that we approach today and tomorrow with balance and diverse thinking.”

To learn more about their organisation visit [Con-x-ion](#) or the [REACH Ecosystem](#) website for more information REACH.

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