

THE C  RE STORY

Global Client Stories

CASE STUDIES





Global Pharmaceutical Company

Inspiring Vision Story

Crafting a vision story that **changes mindset and energises teams** around transformation

WHO? A Global Pharmaceutical IT Team in a highly complex global environment, working across different teams, functions and geographies.

WHY? Driven by global technological advancements, digital capability was becoming a fundamental part of the product offering to their clients. Global IT were moving from a service provider to a strategic partner in the business. This required a huge mindset shift for both the global IT team and extended organisational business teams.

WHAT? We established a new Strategic Narrative and a 'Vision Story' to reflect the transformation that the IT team could buy into and the business teams would find credible. We upskilled the IT leadership team in telling their story internally and externally. We created tailored content, tools and frameworks to establish a growth mindset and collaborative culture.

RESULT: The global IT team found their voice and started to translate their strategic value to the business. The energy and optimism within the business unit was transformed with a greater sense of who they were. They are now recognised as a strategic player in driving sustainable business.



Financial Institution

A 'One Team' Approach

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Uniting teams to work under a shared strategic vision

WHO? A financial institution looking to harmonise several functions into one senior leadership team.

WHY? Despite several attempts to come together into one team, they found members were continuing to function in silos, overly focused on tasks instead of more ambitious aligned thinking to reach unity in strategic thinking.

WHAT? We used deep listening to uncover what people cared about across the entire team. With this insight we tailored off-site leadership workshops, and we were able to align the different functions around a common guiding conviction. We re-worked the leadership statements and narrative for the team to leverage additional value as 'one team' from the different functions.

RESULT: The team were able to clearly articulate their added value within the institution and to galvanise their wider team members behind the common purpose of driving sound decision making. They present as one robust team now, providing stability in the core functions that enable the Exco and Board to confidently move forward.



Stock-brokers and Wealth Management

Re-imagining a Cultural Framework

Designing an impactful cultural framework

WHO? International stockbroker, wealth manager, asset management company headquartered in Ireland

WHY? Due to changes in internal ways of working and high growth in revenue and employee numbers, the organisation needed to evolve its cultural framework to future proof the business.

WHAT? We completed a deep listening programme with both leadership and the wider team to gauge the pulse and establish the voice of the organisation. We reworked the strategic statements around culture and established a new set of values that the entire organisation could connect with.

RESULT: The outputs were adopted by the board and subsequently rolled out to the organisation. There was a visible shift in energy and connection with the new cultural framework and strategy of the business. It has resulted in a positive impact in both retention of people and attracting new talent.



Global Insurance Company

Bringing Strategy Alive for Everyone

Creating a **compelling strategy story** through narrative intelligence

WHO? This organisation is one of the world's largest motor and home insurers operating in more than 70 countries. The Core Story worked on storifying the global vision for the Irish organisation.

WHY? The existing strategy, was interpreted in varying ways and it did not resonate throughout the organisation. Much of the organisation was disconnected from the strategy with a lack of energy around it..

WHAT? We used The Core Story process to help our client bring clarity to their strategy and reenergise people around it. This new story was authentic to the business and its heritage. It spoke to everybody in the organisation and drove connection in a way that they could bring it to life, every day.

RESULT: This organisation went from being tentative, risk-averse in its approach to business decision making, into a market shaper, proactively driving the future of the business.



Global Drinks Organisation

Uniting Value Story

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Crafted an impactful **brand value story** sparking **stakeholder engagement**

WHO? A multinational brewing company which owns over 165 breweries in more than 70 countries. It produces 348 international, regional, local and speciality beers

WHY? Their long-established brand history was overshadowing their innovation efforts as they tried to introduce a new product concept to market.

WHAT? Develop an Authentic Story to engage and excite stakeholders around their global strategy for their new product. Working with the senior team, we developed a brand story for a new product within the company. This allowed their product teams to find their authentic voice and create an impactful story.

RESULT? Revamped and ignited the narrative behind this new product. Created a story platform and up-skilled the team in story skills and story techniques to enable them to engage with stakeholders more effectively.



“It was eye opening.

We were originally thinking in terms of a strategy around growth, innovation, productivity and also of course around people. But working with The Core Story took us on a journey that went a lot deeper and helped us identify what we were really trying to do.”



John Kehoe, Head of Global Commercial IT, Takeda

‘We were looking for team development that would enable us to drive alignment between our various teams and reinvigorate us personally on our leadership journeys. Our programme with The Core Story delivered on all fronts and exceeded our expectations. I would highly recommend The Core Story to any management team

seeking to think outside the box!.’



Helen Dooley, Group General Council, AIB

‘The Core Story team contribute to the strategy as well as crafting and refining the story.

They are more of a partner from end to end from strategy definition, to engagement and execution.’



Sharon Walsh, CEO, HEINEKEN Ire.



Engage with heart

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