

# Case Study 1

## Client 1: Aged Services Care, North of Sydney

### Pure Magic's brief

- ✓ *Develop the Leadership Team*
- ✓ *Coach CEO*
- ✓ *Grow Organisational Communication and Capacity*

**Organisational Background:** This facility is a 400 bed highly reputed aged care facility with a solid reputation in the Industry as a provider of top quality aged care and is well known for its sound practise and caring principles of its clients.

The Company was experiencing internal difficulties. An unsettled Board, a disparate leadership team, a lack of vital communication and a period of uncertainty 'upset the cart' and for a range of different reasons, the Company was struggling in various areas.

**The issues:** The Company was ineffective in a range of areas, including senior leadership, dysfunctional communication across the organisation, a disparate Board and a strong 'silo' effect where one department, for example, did not communicate with the other.

### **Our brief:** *Significantly improve*

- ✓ Productivity, efficiency and communication of the senior leadership team
- ✓ Improve communication across the whole Company
- ✓ Enhance cross-functional, lateral working relationships
- ✓ Improve relationship behaviours at Board level

### **Our Approach**

By understanding the issues, we were able to use a range of different tools and strategies to help our client become highly performing in these areas. Besides focusing on leadership competencies, we also improved task outcomes and communication throughout the teams, with a keen focus on customer services and attracting new clients.

## **Outcomes**

- Enhanced leadership capabilities by achieving key performance indicators
- A more cohesive and strategically focussed Board
- Full capacity with waiting list
- Greater profitability

- Improved relationships
- Significantly better communication
- A significant culture shift to one of Achievement and Support
- Routine surveys of team and individual progress collection and analysis of feedback using Survey Monkey.

### **Executive Comment**

*'The strategies and techniques that Pure Magic has introduced have been nothing short of phenomenal. Each of the strategies, in its own way, has made significant impact on the Organisation. Staff are more focussed, we are much more effective as a leadership team, communication in the Organisation is significantly improved and overall, the collaboration and team spirit now has made it feel like a completely different Organisation.'*

**Executive Director, Clinical Services**