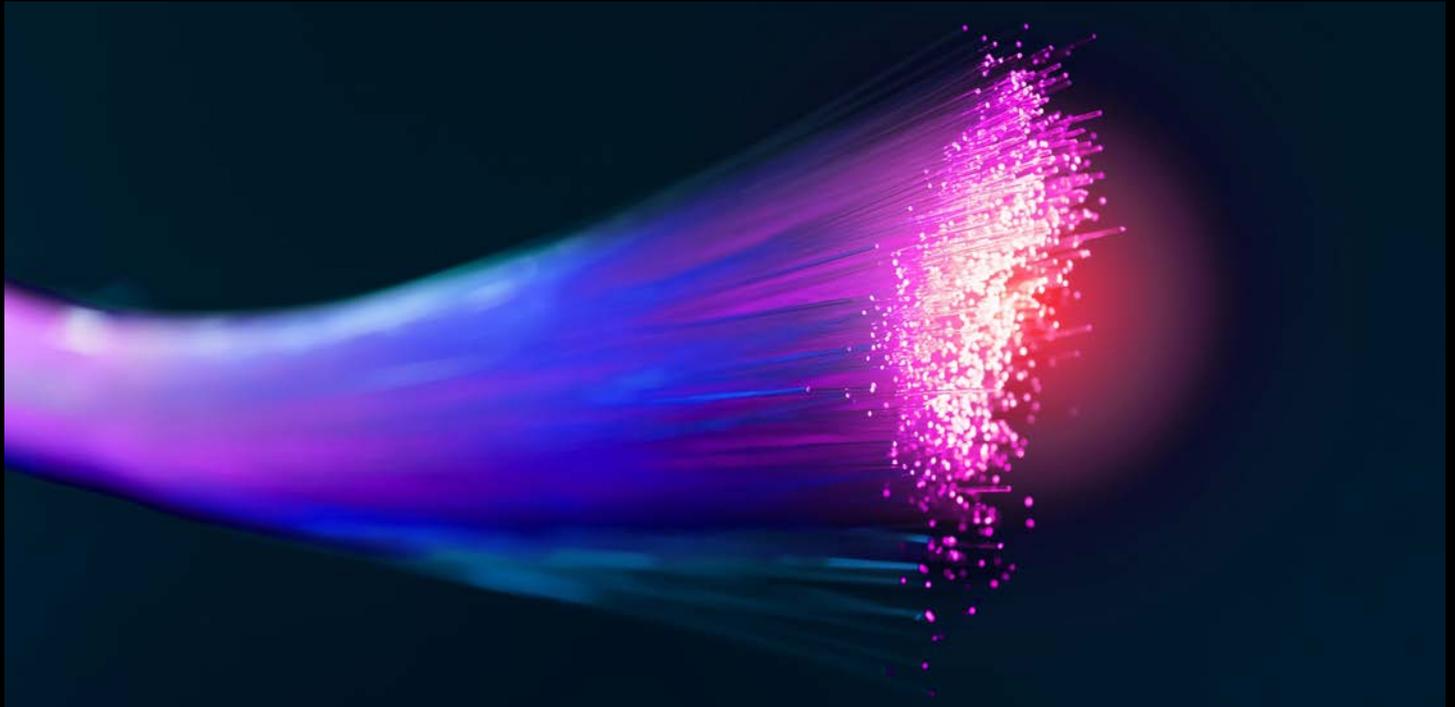


THE GC INDEX® CASE STUDY: MINT

HOW THE GC INDEX IS BEING USED TO SUPPORT ENTREPRENEURIAL CULTURE



MINT is a global IT consultancy in the top 1% of global CRM providers and a member of the prestigious Inner Circle for Microsoft Dynamics. MINT's employees, Minties, are hand-picked to serve with purpose and lasting impact, simplifying complexity and driving innovation. This is the story of The GC Index impact at MINT.

THE BACKGROUND

MINT enable better business digitally by leading their clients through Customer Centricity and Optimised operations with Dynamics 365, Modern Minds and Office 365, Smarter Systems with Azure, and Intelligent Insights with AI and Cognitive Services.

Head of People at MINT, Lauren Clarke, heard Gaylin Jee, founder of Master The GC Index Partner 33 Emeralds, speak at the Women in Tech event in 2019. Gaylin was talking about Game Changers and their core characteristics – Lauren's curiosity was sparked.

MINT has a distinctly entrepreneurial culture and an impressive track record of growth. A people-first approach infuses stakeholder interactions, project work and technology innovations. In practice, people are at the centre of everything that MINT does. Their passionate, driven, warm and disruptive culture empowers a better tomorrow so that everyone achieves more.

HOW THE GC INDEX IS HELPING

MINT wanted to tap into the unique language of innovation provided by The GC Index to help identify diverse potential for trial-blazing outputs.

GC Partner, 33 Emeralds, took the MINT leadership team through their individual GC Index Profiles to increase awareness of the value they deliver and areas of personal growth and development.

A team report was then shared. This confirmed and provided a picture of the natural focus for energy and differentiated impact. It also shed light on possible gap and risk areas.



HOW THE GC INDEX® HELPED CONT...

33 Emeralds designed a novel workshop to model for tomorrow - underpinned by the insights from the Index and using the creative Lego Serious Play method.



The MINT heads are strongly inventive. By this we mean that their The GC Index team profile shows a predominance of Game Changing followed by Polishing proclivities.

An inventive team is likely to have appetite for risk, change, doing things differently and doing them to a high standard. Spotting opportunity where others see complexity, and bringing a tenacity for pushing through where others may stall, are the typical qualities of a team with this profile.

HOW THE GC INDEX® HELPED CONT...

Naturally energised by what is different and new, there may be less enthusiasm for business as usual activity or routine implementation. An inventive team is encouraged to take time to step back and hold the bigger picture, evaluate where they have come from and where they are going, and ensure that there is alignment with objectives already set. Leading through complexity with a coherence and consistency of ideas is important to success.



Microsoft Partner Awards 2020



Dynamics **Business Applications Services**

Partner of the Year



Business Applications **Power Platform**

Partner of the Year



Microsoft **Artificial Intelligence**

Partner of the Year



Microsoft **Consulting Services**

Partner of the Year

THE RESULTS

Leaders who discover their natural preferences and give them expression activate a potent energy in business. The GC Index measurement at MINT:

- Provided a language and built respect for the diverse contributions of a game changing team.
- Engaged minority contributions through its mapping to a larger business process or cycle of innovation. In a strong Game Changing climate such as MINT has, the pragmatism of minority implementers is paramount.
- Pushed each head to consider their impact and how they leverage it.

- Game Changers worked on being present, accessible and breaking down communication to take everyone on the journey.
- Polishers considered the inspire versus inhibit divide – do our high standards drive apathy or inspire a better future?
- Blind spots can derail the best efforts. The programme has created open discussion around the common derailleurs of each proclivity.
- New Minties are profiled when they join. They now hold monthly 'Winning Wednesdays' – these introject new thinking, provide valuable 'voice' time and the opportunity to keep stepping back and thinking about the bigger picture.





“LOVE OUR WORK WITH GAYLIN – SO INSIGHTFUL”

A QUESTION BANK FOR INVENTIVE TEAMS

1. Are people ‘with us’? How do we know?
2. Can employees trace links between their contribution and the business vision?
3. How many of our new ideas get implemented? How long does it take us?
4. How much patience do we have for routine and process? What is the impact of this?
5. Where have we come from? Where are we going? How do new new ideas fit with strategic objectives and plans?

“THANK YOU GAYLIN – THIS HAS CERTAINLY BEEN ONE OF THE MOST IMPACTFUL LEADERSHIP EXPERIENCES IN MY 7 YEARS”

33 Emeralds is a The GC Index Master Partner.
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