

BUILDING A CULTURE OF INNOVATION WITH THE GC INDEX



The days of the local bank are long gone. These days our financial institutions have branches/offices all over the globe. But, when your teams are based in different time zones, speak different languages and only ever see each other across a computer screen, how can you make sure that they all are pulling in the same direction?

UniCredit needed teams across the globe to collaborate and innovate. Here is how The GC Index® helped...

THE BACKGROUND

UniCredit is an Italian global banking and financial services company, with a network that spans 50 markets in 18 countries, boasting more than 8,500 branches

The company sees innovation as a strategic lever to meet evolving customer needs and stay ahead of the shifting competitive landscape. Still, given the sheer size of the business keeping everyone on the same page is easier said than done.

As a result the company was looking to remove as many barriers to collaboration and innovation as possible in order to explore new possibilities and maximise impact.

HOW THE GC INDEX® WAS USED TO MAKE AN IMPACT

The Central and Eastern European division of UniCredit partnered with The GC Index to create a six month programme for 36 of its high potential leaders, called the 'Champions Group'.



HOW THE GC INDEX® WAS USED TO MAKE AN IMPACT CONT...

All of the participants completed The GC Index® and received feedback about their individual profile. At the same time the HR team received training to help them understand The GC methodology to ensure they can act as mentors and support teams internally.

The results were then used to sort the 'Champions' into six teams not based on geography, but individual and collective impact and complementary relationships.

The teams were asked to prioritise the challenges lying in wait over the next six months before The GC Index® provided insight that helped each group understand how they can work together to maximise impact.

At the end of the programme each team presented their challenges to the Board and one team got chosen to implement their idea.



“THE GC INDEX® WAS EASILY DIGESTIBLE – YOU GET THE AHA EFFECT IMMEDIATELY IN TERMS OF HOW YOU MAKE YOUR IMPACT”

THE IMPACT MADE WITH THE GC INDEX

During the process, collaboration between countries rose dramatically. The GC Index® framework enabled UniCredit to quickly create the right formation of teams.

It also accelerated their impact and The GC Index profiling approach provided a platform to build meaningful collaboration between teams.

Now, instead of working in silos the 'Champions' share challenges and work together to come up with solutions.

“The GC Index team has supported us in creating innovative experiences for our leaders and improving their collaboration. Together, we have built game-changing teams and created an environment where everyone can make an impact.”

***Claudia Chiaraluce -
Head of CEE Human
Capital Development,
UniCredit***

