

# Team Alignment

## Creating a shared identity & purpose to drive performance...



**Organisation:** OnePath (NZ) Limited  
**Person:** Craig Wagstaff  
**Role:** Head of Sales, Bank Distribution  
**Organisation size:** 500 people  
**Location:** Auckland / Wellington  
**Core Business:** Investment & Insurance Services

### A bit of background

As part of the merger of OnePath with ANZ Wealth, I inherited a team that had been without a leader and self-managing for the previous 18 months.

### What was the challenge / opportunity?

The team lacked a shared identity and sense of purpose. This was causing inconsistency in delivery and the team wanted to work more effectively together.

*"Kate from Blacksmith was fantastic, I'd have her back in my team any time"*

Craig Wagstaff, Head of Sales, OnePath (NZ) Limited

### What did we do?

I was keen to bring in a 3<sup>rd</sup> party facilitator as I wanted to be on the same level as the team during this process and learn more of 'the good stuff' about them as individuals. Having Blacksmith as a 3<sup>rd</sup> party facilitator also meant they could challenge us more than an internal facilitator would have which was invaluable.

I really liked that the two days was designed specifically for us even down to the choice of venue which was perfect.

During the two days with Blacksmith the team:

1. Saw a different world they could create
2. Developed a cohesive team pathway to begin the journey toward it
3. Better understood the importance of their roles within the team
4. What was a group of individuals really started to feel like part of a team – everyone was accepted

### What were the results?

1. Consistency – having a common voice
2. Feeling proud and respected for what they do
3. Bringing the team closer together
4. Understanding our combined strengths & weaknesses
5. Looking at how we function today and how we want to function going forward
6. Getting everything out on the table – their chance to vent and get it out of their system

### What were the flow-on effects?

1. During the two days we identified 8 core projects which we are moving forward on a weekly basis
1. The team are a lot more willing to share information and knowledge
2. There's a lot more honest and open communication with me & the team
3. We're continuing to build awareness of who we are and growing as a team
4. It's given the team a sense that they were worthy of investment