

CASE STUDY – BENDIGO BANK



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UNIVERSITY OF
TECHNOLOGY

THE NEED

Bendigo Bank has been one of the bright stars of the banking sector for the last decade. Looking to maintain their position, a division of the Bank decided to implement a leadership development program, based on acknowledged best practice that:

- Leadership is a competency that must be developed at all levels of an organisation;
- Leaders have pivotal roles as teachers;
- Workplace, 'action learning', i.e. putting theory directly in to practice, is the most effective form of learning.

THE SOLUTION

In close consultation with the client, Swinburne identified improvement potential and then customised a program that focused on management and leadership skills at both the 'technical' and interpersonal levels.

The program developed was an integrated set of face-to-face workshops with workplace-based projects, each with a clear bottom line focus. The combination was structured to assist the group in developing a culture more able to capitalise on change, and with an innovative approach to internal and external relationships.

THE PROGRAM

Implemented over some ten months, this program utilised a practical, customer-oriented application of Swinburne's 'Action Learning' model and provided participants with theoretical learning by using case studies and teamwork.

By staging the workshops sequentially, participants were able to apply the learning to actual workplace activities.

THE OUTCOME

For the Bank

A contribution to the Bank's continued growth and employee satisfaction

For the Participants

In the words of a participant: 'I have gained as much . . . out of this program for my personal life as for my role at Bendigo Bank.'



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