How Behavior Change Helped Build A Client-Centric Culture As Competitive Advantage

THE GOAL — Grow The Business

Reshaping a Culture From Project-Focused to Client-Centric.

System Dynamics Group, Ltd., Ireland's largest information technology business solutions company, wanted to create an infrastructure that would enable it to **grow to 2.5 X its current size in a few short years**.

Client-Centric Culture– delivering to each client in a way that enables them to achieve their goals within the client's own strategic framework.

THE SOLUTION — Reshape The Culture

Using a new growth-oriented leadership curriculum developed by the Stanford Graduate School of Business and onsite behavior-based coaching and consultation from CLG, System Dynamics transformed itself.

1 **DCOM survey administered.** Data shows the company was project-focused instead of client-centric.
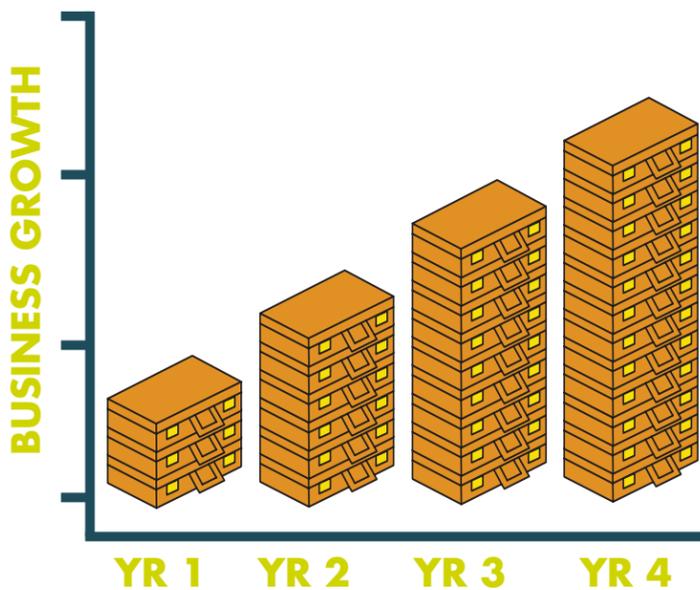
2 **Change process initiated.** Using the principles of Applied Behavioral Science, leadership behaviors were defined and new core values consistent with client-centric behaviors emerged.

3 **Client-centric strategy rolled out in three phases:**

Pilot   Development and reinforcement   Client-centric training day

D = Direction – establishing what's expected

C = Competence – training and ongoing skill development

O = Opportunity – ensuring resources are available

M = Motivation – inspiring leaders to perform

THE RESULTS — 50% increase in business in first 3 years

BUSINESS GROWTH

YR 1   YR 2   YR 3   YR 4

System Dynamics' senior leadership team learned how to achieve and sustain high performance. Using the principles of Applied Behavioral Science, they focused on the right reinforcements, effective leadership alignment, and with great tenacity, they became a model for other Irish companies.

DCOM scores increased an average of more than 72%, and the leadership team now knows how to manage, sustain and lead this strong growth.

System Dynamics continures to use culture as a competitive advantage …and they are winning.

CLG