

# Barclays IT: Unix Division



dream 

plan 

achieve 



## Client:

Barclays IT:  
Unix Division

## Issue:

Product  
Development

## Session:

Two day session

### Background

Barclays needed to find a way to explore business issues differently, particularly to find an approach which would enable them to identify and experiment with potential new service offerings.

### Data gathering/heightening anticipation

As the time in The Automatic would bring together Barclays staff from two different locations, it was important for the facilitators to gain insight into both teams.

Mobile phones, sent to participants at both locations two weeks before the session, were used to pose questions about working life, business challenges and the work environment. Information was gathered and shared in the session in order to create a sense of cohesion between the team members.



### Client benefits:

"The combination of expert, creative facilitation and unique technology that makes up The Automatic provided our team with the space and tools to address significant business issues in a way that has proved far more productive than through more traditional business facilitation methods."

Craig Williams, Service Delivery Manager  
Barclays

### The Session

The Distiller - LJM's unique brainstorming technology - allowed participants to anonymously contribute ideas about issues of significance to service development. Issues were 'drilled down' with all participants using their own keyboards to highlight which, in their view, were the key elements needing attention. These were then prioritised by the group.

Potential solutions needed to be tested out and The Automatic gave Barclays the opportunity to prove the viability of new service offerings in a creative way.

Participants created cartoon story-boards to show what would/could happen if potential solutions were implemented. In small groups, they then acted out the story-board scenarios, making the viability study as real as possible. Dramas were filmed so that scenarios could be 'relived', giving the possibility to discover possible pitfalls, challenges and improvements.

### Making learning/insights stick

A poster-sized print out showing output from The Distiller was used as a means of reminding the teams of their insights during the sessions.

A DVD of the acted out scenarios was also taken away to show how solutions could/should be implemented back in the workplace.

### Outcomes

- Improved understanding of business problems
- Increased awareness of and potential to implement realistic solutions
- Greater sense of shared vision

For more information: 0500 876 543