

Inspiring Stories.

Metzler Ireland. defining the next chapter

Bankhaus Metzler and Metzler Ireland.

At 340 years old, Bankhaus Metzler is the world's fifth oldest bank. In 1998 the Asset Management division set up Metzler Ireland (MIL), a new Dublin based subsidiary, to bring its products to a broader international market. In the 20 years since, MIL has managed Irish funds with an emphasis and expertise in back-office administration services.

The challenge.

A recent shift in regulatory focus and strategy required MIL to broaden its activities. At the same time, growth in business volume placed further challenges on the company. Keith Milne, MIL's MD, knew that although business was good, they needed to change. He also saw the potential of the team to add more value – a view shared by his German colleagues.

But he needed to motivate his team and get them thinking differently

“This new story we've created together has given the team a shared sense of purpose and pride; and has highlighted the future opportunity for us.”

Keith Milne, MD



What we did.

Working with a project team from across the business, we got feedback on what was good about working for the company; and how we could make it even better. We looked to Frankfurt for feedback too – to find out what they thought of the Dublin-based team and what more they wanted from them.

Using their words, we created:

- ▲ a purpose and vision
- ▲ set of values
- ▲ a compelling, illustrated story for MIL

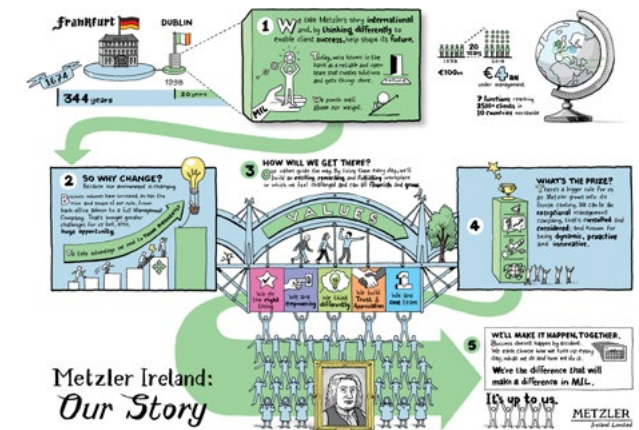
The team launched the story, purpose and values to their colleagues at an all-staff event at which the working group members read each chapter and brought it to life through personal stories and anecdotes. It was very different to your average company event and went down really well with the wider team.

Benefits.

The new purpose and narrative :

- ▲ brought their history to life
- ▲ provided everyone with a consistent 'North Star'
- ▲ helped them to understand WHY they had to change; and
- ▲ highlighted their role in making that happen.

Since launch the team has worked hard to embed the story across the business. Revisiting commitments made at the narrative launch, measuring performance against values and aligning personal development with their overall story, are just some of the things they've implemented.



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