



New Star

Rebuilding the IT Help Desk's image

case study

The client

Since its launch in 2000, New Star Asset Management has become established as one of the leading brands in the retail fund management industry, as well as a significant player in fund management of institutional funds and alternative investments.

The Challenge

New Star was experiencing two problems with its in-house IT Help Desk team.

- Firstly, each of the five members of the Help Desk was operating in their own different way. They needed to pull together and focus on working as a team in order to deliver a more effective service to the rest of the company.
- Secondly, the Help Desk were all relatively junior members of staff who were unable to deal with tense situations involving clients on the trading floor without getting upset.

The Solution

- Beyond approached the problem by first gaining an understanding of the goals the IT Help Desk's manager had for the team, and then aligning these with the individual goals of each team member.
- The next step was to create an awareness - both at an individual level and a team level - of how the team came across to the rest of the organisation, and to recognise how they needed to build on their public image. Once the team themselves had agreed on their public image, this led to everyone brainstorming a core set of team values and accepting accountability to deliver on these.
- Each team member then had three one-to-one coaching sessions with Beyond which focused on self-awareness and on how they could succeed in making even greater shifts in behaviour.

The Result

- Previously the Help Desk was known as the 'No Help Desk'. As a result of Beyond's help, there has been a significant step forward - both in how the Help Desk interacts with their in-house clients and in how they all now work together as an integrated team.
- Each member of the team has turned into a more rounded individual and the general feeling towards them from everyone in the organisation has become markedly more positive.

"Everyone found the people at Beyond extremely easy to get on with and, as a result, felt very comfortable in the coaching and mentoring sessions – even when there were some harsh messages they needed to get across."

Stephen Philpot, IT Service Delivery Manager



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