



# Developing an Eye for Accuracy CASE STUDY



## What was the situation?

Global insurance and investments organisation Starr Companies was already using Scott Bradbury's management development video learning resources. However, the implementation of a new underwriting database with new processing procedures meant an even greater focus on accuracy for employees at Starr Companies and instilling a culture of "getting it right first time".

## What did they do?

A group of approximately 39 employees completed Scott Bradbury's *Developing an Eye for Accuracy* programme to pilot the training. Starr Companies was so impressed by the results that the Learning & Development (L&D) team put together a proposal to roll out the programme across the entire organisation. Furthermore, the L&D team undertook Scott Bradbury's *Train-the-Trainer* programme so that they could deliver the programme themselves internally.

## What was the result?

*Developing an Eye for Accuracy* is now part of Starr Companies' induction programme for new employees and a culture for "getting it right first time" has been embedded. The company also maintains the focus on accuracy by issuing Scott Bradbury's complimentary seasonal exercises to employees throughout the year. A "superconcentrate" ruler was produced and given to employees attending the training to reinforce the message. The pilot group of 39 participants achieved a reduction in errors of 71.5%, reducing the error rate to under 1%. To date 135 employees have participated in the training.



Denise Carolan, International Learning & Development Manager, Starr Companies:

“ It was clear from the start of our working relationship with Scott Bradbury that they are very passionate about what they do. They are professional and flexible and always available to discuss any questions. *Train-the-Trainer* is an excellent product and those who undertake the course can literally pick up *Developing an Eye for Accuracy* and deliver it immediately internally. ”

## Starr Companies delegates who have attended the course say:

“ Lindsey (trainer) very detailed - ensuring everyone understood exercises ”

“ Easy to relate to working day and apply tips/methods learned ”

“ Excellent trainer. Engaging and kept the subject interesting when it could have been quite a dry subject ”

“ It has been a pleasure working with you and a delight to establish such a great course – and I would definitely recommend it to other companies ”

