



NINE CONVERSATIONS IN LEADERSHIP™

A WORLDSVIEW™ INTERVENTION



WorldsView™ Consulting partners with organisations on transformational journeys

Nine Conversations in Leadership™ equips Primedia@Home to weather the economic storm

Primedia@Home
Melvin Chagonda
Chief Executive Officer

For organisations seeking sustainable, results-orientated leadership development, **Nine Conversations in Leadership™** is an innovative intervention that acts as a catalyst for long-term leadership development throughout the organisation.

Unlike other leadership programmes, the **Nine Conversations in Leadership™** intervention works at the levels of knowledge, values and behaviours to achieve holistic leadership growth.

About Primedia@Home

Primedia@Home is a leader in South African direct-to-consumer marketing and promotions, as well as being a pioneer in brand activation strategies. The company was established in 1966 and employs 3300 people in South African and neighbouring territories.

www.primehome.co.za

The company's CEO, Melvin Chagonda, has a young executive committee that was managing significant growth. He sought a catalyst to challenge the status quo in his executive committee's habits and practices to ensure the company's long-term survival in a toughening market. His ideal was that each executive committee (EXCO) member should fully understand the other members and their individual roles within the company. He wanted the EXCO to grow together as a team, exploring and expanding their vision and values, with a view to opening communication within EXCO and within the company. Melvin chose to work through the **Nine Conversations in Leadership™** intervention because it focuses directly on the people within a company and is structured specifically to open lines of communication throughout an organisation.

"Primedia@Home has a strong, cohesive strategy but we realised that we needed a catalyst to get everyone thinking in the same way in order to implement that strategy effectively," says Melvin. "We also needed to break down barriers to communication within our executive team, which is comprised of a diverse set of personalities from different generations. Further to that, in light of the deepening economic crisis that is confronting the world of business, we wanted to equip our executive team with tools to boost the organisation's effectiveness and productivity."

"Nine Conversations in Leadership™ appealed to me because it addresses each organisation's environment and challenges and is designed to unlock potential by breaking down barriers in communication at all levels. We have completed five of the nine conversations and the changed behaviours in our EXCO members, and in the people to whom they've cascaded the principles, have been remarkable."

Melvin has seen particular traction in the company's new business development division, where changed attitudes have renewed traction in strategies to grow the business. *"Key to this success is that my EXCO members no longer see themselves and their divisions as separate units – we're working as one company now with a new commitment to working together. Everyone understands the importance of communication and there's much more constructive debate around our new ventures,"* says Melvin.

Lata Parbhoo, who facilitated the **Nine Conversations in Leadership™** intervention at Primedia@Home, has noticed a definite shift in the team. *"From early on in the intervention, participants realised that their vision didn't serve their community and they were determined to remedy this to align their values and behaviours with immediate effect. Melvin expanded the learning action project from Conversation Three to the whole company in order to crystallise this key element of the company's future,"* says Lata.

"The whole group has realised that leadership is not an individual role, it's a collective behaviour, and I've seen that the intervention has given them all strong direction and focus, both in professional and personal contexts."

*"Specific results are important and, while I cannot yet identify a bottom-line effect, the highlight of the **Nine Conversations in Leadership™** intervention is that it has cushioned Primedia@Home in the current economic climate," says Melvin. "The material we've embraced and the level of discussion that we've enjoyed through this process are key to the company's continued success."*

WorldsView™ Consulting

Contact us: marketing@worldsv.com • www.worldsv.com

Australia • South Africa • United Arab Emirates • United Kingdom