



## Case Study: RBC (Royal Bank of Canada)

The Royal Bank of Canada is the largest financial institution in Canada. The bank serves 17,000,000 clients and has 80,100 employees worldwide. The bank operates in Canada, the USA, and 51 other countries.

Some areas of Canada have been negatively affected by the economic changes brought on by the global economy. Small rural communities, in particular, have experienced entire industry shifts leaving people without jobs, with lower home values, and with uncertainty about the future.

We were approached by the Regional Vice President, Murray Walberg. He identified that the downturn in the economy could actually be a good opportunity for the bank to offer better services to their clients and perhaps take a larger piece of the market share. Mr. Walberg recognized that the external market was having an effect upon the leadership team and managers' mindsets were based more upon a scarcity mentality than that of opportunity.

Strategic Play was charged with the task of creating an interactive workshop for senior leaders, where the playing field was leveled. The process was developed to allow all participants an opportunity to think and problem solve at a deeper level by utilizing 3D models, artifacts that carry large amounts of information. This process energized managers in new ways and helped to activate and support an agile and strategic thinking approach. Here is what the Regional VP had to say:

*"The STRATEGICPLAY® sessions using LEGO bricks, held with my senior leadership team, were extremely creative, high energy and collaborative. The workshops we held seem to really set free my leaders' ability to think more strategically and in new and inspiring ways. What really pleased me with these sessions was how my team responded after the workshop. Leaders who in the past were ridged in the way they approached problem solving and mapping out priorities for their team to win, were more open to allow team members to think about "what is possible" verses a typical action plan.*

*Very pleased with the time we spent and plan to revisit again with my team soon!"*

*-Murray Walberg | Regional Vice President, Royal Bank of Canada*

<http://www.rbc.com/canada.html>

