



ORGANIZATIONAL SUPPORT

Organizational Structure for a Global Trade Bank (Trade)

Brondesbury provided recommendations for organization of management structure, deployment of sales staff, handling of front and back office, product differentiation, and electronic delivery capabilities for a global trade bank. Strategy was based on a major competitive intelligence initiative.

Business Sharing & Compensation (Investment)

This study focused on fostering referrals between banks and their associated investment dealers and asset managers. After identifying a set of peer banks and their related firms, we interviewed senior executives about their referral compensation practices and philosophy. Each participant received a summary of our findings. For our client, the information was adapted to their unique circumstances and led to a set of more than 30 recommendations structuring fair compensation among its business arms.

Restructuring to Meet Client Needs (Trade)

Using existing information on client needs, we developed an organizational structure based on client needs rather than the traditional structure of the bank. The core of our organizational concept was the 'Trade Center'. The bank now has more than 70 of these centers around the world and they are performing well above market standards.

Account Manager Performance – External versus Internal (Lending & Related)

We surveyed a select group of bank clients about the performance of their account manager. Their ratings were compared to supervisory ratings inside the bank. After correcting for differences in rating practices, we found that judgments were quite different. Results pointed to a client-centered strategy for monitoring and responding to account manager performance.

Payments System Strategy for Banks (Cash management)

A thorough review of ten years of strategy using program logic models and summative evaluation techniques clearly identified the successes and failures in past efforts. After an analysis of likely future changes in the market using the PEST model (Political-Economic-Social-Technology), we recommended a long-term strategy likely to prove more successful.

Strategies for Integrating a Financial Conglomerate (Insurance)

A major insurer with subsidiaries in deposit-taking, asset management and other financial services needed a strategy for integrating their subsidiaries. Our recommendations were based on an extensive review of client needs and the types of integration that would yield more revenue and better retention of clients. Potential synergies identified by staff of the insurer /subsidiaries were also a key factor in our recommendations.