

Case Study

Client Profile

A corporate financial organization

Building Trust with Internal Customers

Business Issue

Due to the nature of its primary role, the financial function of an organization is sometimes negatively viewed as the corporate police who scrutinize and require exasperating justification for every expense. Yet organizations that broker or manage money assume a great deal of risk on behalf of their customers—whether those customers are in the general marketplace or in the next department of a corporation.

There are product managers, for instance, who need help deciding whether or not to deploy a new product. Or there may be an engineer who is struggling through the details of purchasing new technology or a process owner who is recommending operational changes based on problem analysis.

Each of these scenarios impacts the value of a business and, therefore, requires thorough financial analysis that quantifies the costs and benefits associated with their aims.

The CFO of one such corporation, Mike Felicissimo, after participating in a partnership skill-building workshop, decided his organization could do things differently.

“If there is no trust or partnering around this work, we have a problem.”

Mike Felicissimo, CFO

The Solution

His approach was to foster more trust between the people of his financial organization and their internal customers.

Felicissimo and his organization supplemented their traditional responsibilities with new ones based on partnerships. They actively worked with constituents in the company to remove the stigma of corporate cop. In doing this, they relied heavily on Partnership Continuum's partnership skills to tear down walls and build trust.

Results

They now build organizational relationships that are grounded in the valuable financial services they offer to internal clients.

"Finance has to conduct the day-to-day accounting, controlling, and reporting functions for the company. But it also provides consultative analysis to clients who need that kind of input. If there is no trust or partnering around this work because of the stigma on the other side of what finance does, we have a problem," stated Felicissimo.

"There are a whole set of things we have to do to avoid legal trouble, like closing books and meeting SEC requirements. But the real value of what a financial organization should do is provide sound financial analysis services to internal clients," Felicissimo said.

In the twenty-first century, businesses that develop, sustain and profit from partnerships faster and better will attain organizational success. At the core of any successful business are people. After all, businesses don't partner; people do. Developing the partnering intelligence of your people is what we do.

Partnership Continuum, Inc. mobilizes your relationships with employees, customers, suppliers, and even competitors in surprising and rewarding ways. Our unique and innovative programs and products lead to higher productivity and stronger relationships enhancing your partnering capability through building trust, positive exchanges, respectful interactions, beneficial outcomes, future potential, and leadership excellence.

**Discover how Partnership Continuum can
impact your organization's effectiveness.**

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