

# Case Study

## Orange Credit Union

How Whole Brain® Thinking improved communication and assisted with cultural change



**Keys To Success**  
Professional Learning Specialists



**orange**  
credit union  
*people first*

**Industry:** Financial Services

**Project:** Improve the communication and efficiency within the management team to assist with a cultural change towards better relationships with members

**By:** **Mary Brell**  
*Director, Keys to Success*

**Kate Gorrell**  
*HR Manager, Orange Credit Union*

## About Orange Credit Union

Orange Credit Union is a regional financial services provider, serving over 16,000 members in the Orange district, New South Wales.

Orange Credit Union provide personal banking, investment, lending services and advice to members to improve their financial well-being.

Being a mutual not for profit organisation, Orange Credit Union returns its profits to members and the community through low fees, competitive pricing and community donations.

Money Magazine rated Orange Credit Union amongst the Top 10 Best Credit Unions in Australia in 2008.

## The opportunity

Orange Credit Union has an opportunity to surpass all other banking institutions in the Orange region, by providing quality member services in an open, trusting and supportive environment.

Central to achieving this objective is building and maintaining a culture of trust within the management team, between staff members and from members to staff.

As Kate Gorell, HR Manager at Orange Credit Union explains, "While the management team were already working effectively as a team, we saw an opportunity to further develop and become role models for our staff. By becoming role models, we are able to demonstrate how we understand the strengths and skills of each member. By utilising our skills more effectively, we are able to target the skills between the teams to maximise team performance."

## Making it Happen

Kate had used the HBDI® (Herrmann Brain Dominance Instrument®) in the past and recommended profiling the management team. "I had seen first hand how the use of the HBDI can create success in relationships by developing greater understanding of different thinking styles and thereby improving communication between team members," says Gorrell.

The management team were engaged in a one day training session run by regional training specialist Mary Brell, Director, Keys to Success. The management team attended the workshop on their own time, showing the high level of commitment by the team to develop a culture of trust within Orange Credit Union.

Each member of the management team identified their strengths and how they were able to support the team. This individual knowledge along with the HBDI Team Profile gave the management team valuable information.

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This information has become integral in the way in which tasks and projects are allocated within the team to ensure success and the achievement of determined outcomes.

As Noelle Cornish, Marketing Manager for Orange Credit Union says, “I have learned to work within others’ thinking frameworks more effectively, by being able to anticipate their questions and their need for definite examples and proof. I approach email communication differently now with the members of my team, and I endeavour to phrase things the way in which they need to hear them”.

“The HBDI was a fun and energising process and our team really engaged in it. This knowledge has taken off at Orange Credit Union in a far greater capacity than I ever thought possible,” Gorrell says.

## **Results**

Paul McNamara, General Manager said “The HBDI has been a great success within the management team. I can see how the whole team operates more effectively and our communication is much more open.”

We have utilised the HBDI to change the way we look at our team meetings, our communication within the team including email, and in our communication with staff”.

“The HBDI® has allowed us to strengthen the relationship with the Board of Directors. We are now able to communicate more effectively with the Board therefore having a greater level of efficiency within Board meetings,” says Gavin Cook, Corporate Services Manager.



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