

# CASE STUDY

The AXA logo is displayed in white, bold, sans-serif capital letters. It is set against a dark blue rectangular background. A red diagonal line runs from the top right corner of the blue rectangle towards the top left corner of the overall image.

AXA PERSONAL LINES DESIGNS  
INSURANCE COVER FOR  
INDIVIDUALS' PERSONAL NEEDS  
SUCH AS HOME, MOTOR AND TRAVEL

IT IS PART OF THE AXA GROUP, A  
WORLDWIDE LEADER IN INSURANCE  
AND ASSET MANAGEMENT SERVING  
101 MILLION CLIENTS

AXA EMPLOYS OVER 13,000 PEOPLE  
IN THE UK

## Objectives

Develop and deliver a one-day team building session for 50 people based on the Insights Discovery profile tools to achieve specific objectives;

- ➔ Enable each individual to understand their own personality preferences
- ➔ Learn how to adjust their behaviour to develop effective working relationships
- ➔ Understand how their behaviour in a team is perceived by others
- ➔ Identify the strengths they bring to a team and areas of possible weakness
- ➔ Provide the foundations to develop an effective team working culture
- ➔ Have fun and get to know other team members

## Outcome

The day was designed to be highly interactive to ensure a consistently high level of participation. This included serious exercise interspersed with fun activities that worked really well to build team spirit.

The group were a pleasure to work with, we all had fun but more importantly Axa achieved all their objectives.

Kitty Dean, Business Change Director at AXA Personal Lines said;

**“It was an excellent session that exceeded my expectations and surpassed previous experiences with other providers.**

**It was engaging, fun, and the team have continued to use Insights for building effective working relationships.**

**We look forward to working with Ithaka in the future”**