

Featured Case Study: Banco Santa Cruz, Dominican Republic

CHALLENGE

There were two main issues facing Banco Santa Cruz:

- **Leadership:** Bank team members were not showing initiative. Banco Santa Cruz's goal was team members on all levels would take charge in a variety of situations and have the capacity to generate changes and multiply efforts. Banco Santa Cruz wanted training so employees would feel empowered and thus would be able to generate the required changes.
- **Communication:** The CEO wanted bank team members to partner together and cooperate more effectively to solve issues. This goal required a noticeable improvement in communication.

SOLUTION

Gillet Couto Consulting created and developed a leadership program for Banco Santa Cruz's managers. The program included a six-month leadership training based on the Energy Leadership Index, assessments of bank team members, and coaching sessions to complement the training and provide support to the group. The program featured 13 distinct modules and six months of group coaching. It also included two follow-up sessions over the next year.

RESULTS

Leadership: Banco Santa Cruz's team is now better equipped and highly motivated to contribute to the bank's development. There is more motivation, and people want to be trained to develop more abilities. Passion for leadership is tangible.

Communication: Bank team members are now generating productive conversation on topics that before were never. Open trust has replaced fear and any negative pressure. Bank leadership adamantly shares the overall company climate is much healthier. Banco Santa Cruz's President and CEO Mr. Fausto Pimentel noted that team members who have been through Gillet Couto Consulting's training are communicating better and in a "non-competitive way." Employee trust they can speak up, and as a result, everything is better.

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