



# CASE STUDY

How PeepLcoach is impacting leadership at Vicinity Centres



# OVERVIEW

Vicinity Centres is one of Australia's leading retail property groups, owning and managing some of the most recognisable and loved retail destinations across Australia.

## Background

One of the central leadership and development challenges at Vicinity was the geographical spread of their portfolio. From centre-based and customer-facing roles such as Centre Managers and Leasing Executives to national office and support teams at all levels, leadership development at Vicinity is an enormous task.

Understandably, it is very costly to have consistent training and development across so many locations that achieves the same impact. With more than 60 locations across Australia, the cost of bringing so many staff to singular locations was insurmountable and unrealistic.



*'It has opened up my mind to a whole new way of leading my team and tangible things I can do to achieve success for the team.'*

**Program Participant, Vicinity Centres**

## The Expectations

Vicinity Centres' approach to leadership and development is impressive. As Vicinity Talent & OD – Design & Development Lead, Renee Thiedeman, puts it, 'We have a responsibility to support our team members, to act and to build that skillset and that mindset of what a leader is these days.'

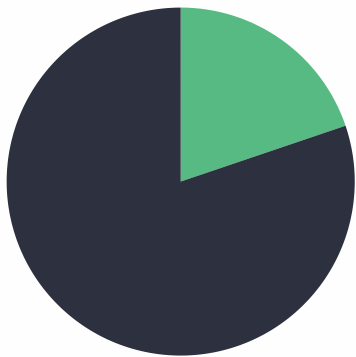
Vicinity needed to create greater flexibility and accessibility in terms of how and when their people learn. Throughout discovery workshops, Vicinity also highlighted the following desired project outcomes:

- Improving leadership capability
- Leading inclusively
- Driving business performance
- Leading change
- Developing high-performing talent across multiple organisation levels

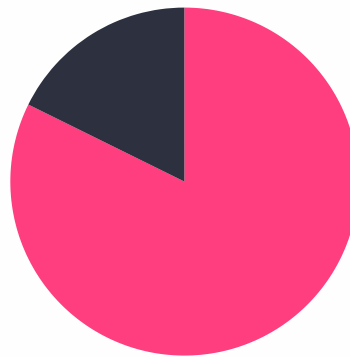
Peoplcoach recognised the importance of developing a scalable coaching and training solution for Vicinity that could be offered more widely throughout the organisation, not just for those already at the senior and executive levels. Vicinity recognised the value that one-on-one coaching had provided for these senior members and wanted to provide this to as many emerging and developing leaders as they wished, without the constraint of having to secure minimum cohort numbers in order to proceed.

# KEY STATISTICS

Since July 2019, 224 middle managers have been involved in the Peepcoach Emerging, Developing and Evolve Programs.



19.8% of participants promoted.



82.3% of participants retained.

Peepcoach tracks engagement and feedback during the 12-month program, including pre- and post-program benchmarking.

|  |         |
|--|---------|
| Overall, how do you rate your Master Coach?          | 9.6     |
| How productive are you compared to 12 months ago?    | + 5%    |
| I believe I can achieve my career goals at Vicinity. | + 17.4% |
| I am proud to tell people where I work.              | + 4.9%  |



*'Being a new People Leader without any prior experience, Peepcoach has helped guide me through what makes a good leader and prompts me to think about certain scenarios and have an honest conversation about what went well, what didn't, how I can improve and what I need to action in my next steps.'*

**Program Participant, Vicinity Centres**

# SOLUTIONS

## Innovation & Implementation

Combining coaching and training with an on-demand SaaS solution that enabled self-directed learning to be completed at the learner's own pace and at a time that suited was crucial to achieving Vicinity Centres' desired outcomes.

With this in mind, Peepcoach co-created a program specifically to meet the needs of Vicinity's emerging and developing leaders and mapped to their strategic leadership competencies.



*'One of the things that I really like about working with Peepcoach is we can truly partner with them. We're able to really work together to achieve the outcomes that we're looking for in the leadership development space.'*

**Renee Thiedeman, Talent & OD – Design & Development Lead, Vicinity Centres**

*'Peepcoach has really helped me to recognise different personal traits and biases that I have and then adjust my management style to suit the different personalities within my team and influence the stakeholders around me.'*

**Program Participant, Vicinity Centres**

# FEEDBACK

*'We've had great feedback from both participants and our leaders. For participants, they're grateful for the one-on-one coaching. I think the other benefit for them is that it is an external objective body, which really resonates with them.'*

*'I would tell other organisations that you can't afford not to invest in leadership development. I think Peepcoach is a scalable option. It's affordable, and it's really flexible.'*

**Renee Thiedeman, Talent & OD – Design & Development Lead, Vicinity Centres**

*'[My coach] helped me to step back from my space of achievement into a space of support for my team. It gave me the opportunity to look at breaking down the end goal into parts that were achievable.'*

**Program Participant, Vicinity Centres**

*'It took me from a place of judgement into a place where I was focusing my view on process improvement, curiosity of understanding and future collaboration.'*

**Program Participant, Vicinity Centres**

# THANK YOU!

Inspired by Vicinity Centres' success story?

Get in touch with us to find out more about the impact Peepcoach can have on your team and your organisation.

## Contact

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Book a call with one of the team at  
peepcoach.com.