Peakbalance

Charlie Nowaczek –
Chief Operating Officer Serko

What's your role and what do you do?

I'm the Chief Operating Officer and my job is to ensure that we efficiently and effectively execute on our strategy.

Who is Serko and why do your customers choose you?

Our purpose sits at the centre of our ambitions: to bring people together, through a connected, frictionless travel experience.

Serko has been at the forefront of corporate travel and expense management innovation since 2007.

Our customers choose us to help them transform their travel and expense operations, which in turn enables them to focus on delivering value to their own customers.

We achieve this through deep understanding of travel, combined with a passion for technology innovation and customer experience.

Ultimately, this means happier travelers with less fatigue, who are more able to get the most out of that face-to-face connection.

What was the challenge and why engage Peakbalance?

Throughout our many years of growth and innovation, we've gotten into the discipline of regular strategy sessions, with the Board and Executive team.

These sessions are often 'exciting' as we tease out strategy for the company (as a whole) and for our portfolio of capabilities, current and future.

Coming into this strategy session, we wanted to bring a fresh approach and leverage Group Wisdom more effectively during the day.

This would include 'Backcasting' (starting off at a horizon that everyone can be objective about), to then settle on a few important attributes to help us consider the here and now.

We also wanted to use some classic frameworks (such as the BCG growth matrix) , but with strong context, to help build consensus around often nuanced choices.

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How did Peakbalance help you on your journey?

Jeremy invested quality time up front getting to know the team and our business. This ensured an informal atmosphere while getting through a lot on the day.

Group Wisdom was leveraged through Rapid Upvoting (which built directly into PowerPoint) revealing where we had group sync, without pushing group think.

This meant that we could focus on the major challenges or opportunities at hand and still consider outlier points of view when they came up.

Rapid Upvoting really raised the context and relevance of business frameworks (BCG Growth Matrix, SWOT etc) as we were able to actually place our assets there and then. This drove a rich, but focused discussion around implications and choices.

Ultimately this meant finished this session with agreed strategies and an effective methodology to test and adjust as we need.

This approach was refreshing, and the team left the room energized, aligned and looking forward to executing together.

Thank you!

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