

Peakbalance



Joel Smith – CEO Affinity Payroll

What's your role and what do you do?

I'm the Chief Executive Officer and my job is to create the environment for our team to succeed.

Who is Affinity Payroll and why do your customers choose you?

Affinity payroll has been operating in the New Zealand and Australian market for over thirty years.

We serve the mid to enterprise market across all industries.

Our customers choose us to help them transform their payroll operations, which in turn enables them to focus on innovation towards their own customers.

We achieve this through deep understanding of industry, combined with a focus on automation and managing risk.

This approach ensures high compliance, with minimum administrative overhead to look after the most precious asset in any business. Its people.

What was the challenge and ambition for change?

Our ambition is to become the highest performing senior leadership team, that we can.

We were looking for a partner to help us on that journey and we had two main challenges to navigate.

Firstly, as a group, we're a relatively young team, but our customers and industry are never patient. So, we needed to change our trajectory quickly, but effectively with everyone on board.

Secondly, we had a significant leadership change. Our fantastic founder (and serving CTO) decided that he wanted to focus more on technology than he might as CEO. As the head of Sales and Marketing, I needed to step up into the CEO role, and work with our founder (and owner) to build a new and high performing team.

Both these changes are quite natural in business. How to navigate them both at the same time and get us on track to that high performing team. That's a challenge!

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How did Peakbalance help you on your journey?

Jeremy brought a fresh approach, which resonated from the outset. The Peakbalance method is all about driving clarity and ownership within the team.

As a starting point, we focused on how to effectively communicate with each other, taking inspiration from Radical Candor by Kim Scott. Key here was compassion and being direct.

We then learnt some simple frameworks to help focus on what's really important and saw how to apply these in formal and informal settings.

Finally, we used Rapid Upvoting to craft individual improvement plans for everyone, including me, on the spot.

This gave us all a group focus and individual direction that was timely and real.

The change in our team has been material since that session and I would recommend Jeremy to any business or organisational leader, looking for sustainable improvement, towards high performance.

Thank you!

