

# ARUP

## Case Study



# ACUITY

**BLOOJAM**  
DRIVING SALES PERFORMANCE

Arup is a global collective of designers, engineering and sustainability consultants, advisors and experts dedicated to sustainable development, and to using imagination, technology and rigour to shape a better world.

### The Challenge

Being more Influential is central to the Arup strategy as the firm aspires to build more purposeful relationships and networks with clients and partners to shape a better world.

Critical to this ambition is the need for individuals to grow from being technical experts, who dispense excellent client service, to trusted advisors who increase their impact through purposeful relationships across a broader network of stakeholders.



### Benefits

- ▶ Ability to benchmark internal capability with the external market. Acuity's talent analytics enabled Arup to quickly see where they outperform or underperform versus the market when it comes to their client relationship management capabilities.
- ▶ Pinpoint organisational priorities. Analysis of the cohort gave a clear picture of organisational strengths and weaknesses. These themes aligned with feedback from Arup's key clients and provided a strong business case for change.
- ▶ ROI. The Acuity results have been used to inform the design of future training and development activities, enabling Arup to maximise their training spend by focusing on the behaviours that require most support.
- ▶ Placing ownership in the hands of the individual. Each colleague received a personal report containing developmental tips aligned to their priority areas that enable the individual to take immediate action.

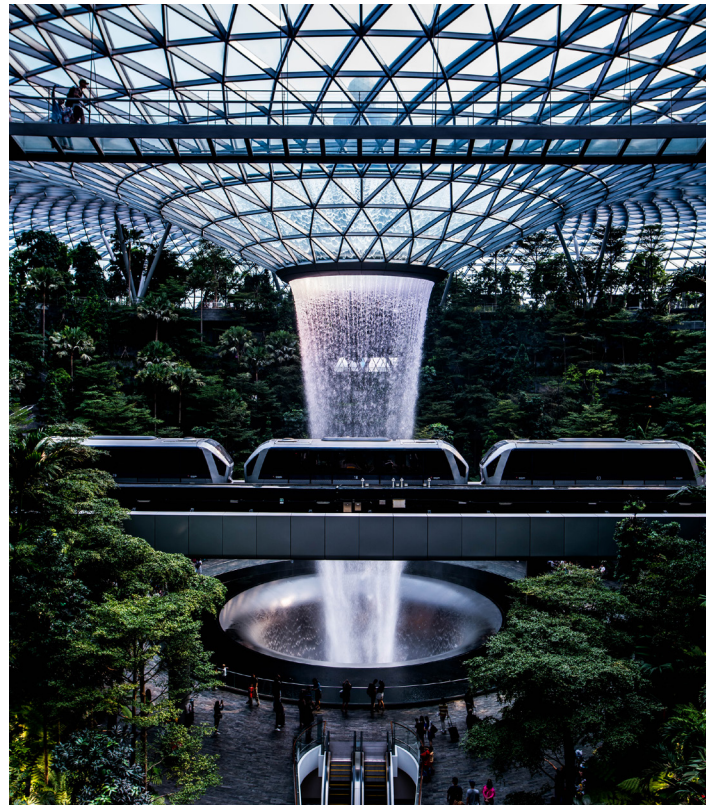
Camp Adventure Tower,  
Denmark

## The Solution

To better understand organisational and individual strengths and development priorities, over 500 senior colleagues were invited to complete Acuity Online ahead of the annual Arup Global Conference.

The results enabled Arup to open a discussion around individual and organisational strengths and development priorities by measuring key capabilities proven to enhance client relationships and business development.

Group findings were presented to conference attendees to share the development journey required. Throughout the conference, workshops and events aligned to the Influence theme were held to raise engagement for the change journey ahead. In addition, each individual was able to download their Acuity report showing their personal profile with practical tips and activities aligned to their development priorities.



Jewel Changi Airport Singapore

“The insights from Acuity has led to a lot of discussion about who we are as individuals and a firm, what we value and how we approach sales conversations. Your advice on how we can better engage with our clients, and each other, and listen differently was a particularly important prompt for us.”

ALAN BELFIELD CHAIRMAN, ARUP

