

Graham Jackson

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Graham is a Director of Potential2Achieve Limited. Potential2Achieve works with both businesses and individuals who have a desire to improve performance and achieve greater success. Potential2Achieve takes a systemic approach in reviewing current and desired performance in order to identify key areas for improvement. Working in partnership with clients to define exactly what success means in measurable terms and creating prioritised action plans to build on identified strengths and remedy areas of weakness in order to create sustainable improvement.

Graham has significant experience in leading strategic business change projects to deliver reduced fixed costs whilst driving improved focus on delivering to customer needs and concurrently ensuring employee engagement and customer service levels are maintained. He has successfully led teams of up to 250 people across a diverse range of HR operations, back office services of a Global Learning and Development function, Learning Design (web based and instructor led training) and Business and Service Excellence. He has undertaken several task-force assignments as a consultant where business critical improvements were imperative to drive organisations forward. This included working with an off-shore operations centre to drive up customer service standards, reducing complaints and errors.

Some of Graham's key achievements have been:

- Directed improvements in an off-shore operations centre, with operational losses reduced 73%, productivity increased 30%, quality increased 3% to 99.95%, and complaints reduced 83%.
- Undertook a strategic review and instigated improvements to the learning function of a Global blue-chip organisation, including reducing time to competence for inductees by 50%. Won Training Journal Award for Best Customer Service Learning Programme.
- Drove the introduction of a Europe wide Learning Management System and the customer proposition for 6 alternative delivery channels, resulting in 35% of learning delivery via these channels using 14% of resource.
- Won 9 industry awards for training design covering sales, service and compliance.
- As a Programme Manager implemented a Workspace design and cultural change initiative achieving a 22% reduction in property recharge costs. This involved instigating a cultural shift from "my desk" to "our space" resulting in leaders recognising and rewarding outputs not presenteeism.

Graham's key skills and qualifications are:

- Leadership and Coaching – driving sustainable improvements by development of people and processes.
- Consulting and Analytical Problem Solving – astutely assessing issues and discerning the best solutions.
- Planning and Implementation – ideas from concept to completion with good project disciplines.
- Operational Control – establishing key performance indicators and improving team delivery.
- Six Sigma – trained to black belt level, using the tools to achieve substantial process improvements.
- Associate of the Chartered Institute of Bankers. Member of Institute of Directors and British Institute of Learning and Development
- Experienced and sought after Executive Coach.
- Qualified practitioner and experienced user of various psychometrics including PRISM Brain Mapping and 360 assessment, Blanchard Situational Leadership II.

Graham's Interests: Cycling, motor biking (novice to passing test in 6 days of 2007), kayaking (both sea and river), DIY, entertaining, and community involvement in support of local vulnerable and troubled teenagers.