



CASE STUDY #1805

Allied Irish Banks (AIB)

“ By supporting our employees and giving them the confidence to explore new ideas and innovative solutions, we have cultivated a positive workplace powered by real enthusiasm. ”

CHIEF EXECUTIVE OFFICER



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11,000
NO. OF
EMPLOYEES

Finance
INDUSTRY
VERTICAL

Europe
REGION

Career Pathing
SOLUTION
BASIS

2018
YEAR JOINED
FUEL50

This is a financial services group operating predominantly in the Republic of Ireland and the UK. The organization was formed in 1966 as a new company that acquired three Irish banks: Provincial Bank of Ireland (established 825), the Royal Bank of Ireland (established 1836), and the Munster & Leinster Bank (established 1885).

Allied Irish Banks (AIB) provides a comprehensive range of services to personal, business and corporate customers in their target markets and have leading market shares in banking products in the Republic of Ireland.

The business has been restructured in recent years with the aim of becoming a customer focused, profitable and lower risk institution, well positioned to support economic recovery in Ireland while seeking to generate sustainable shareholder returns. The Government of Ireland currently owns 71%.

BUSINESS CHALLENGE

The company has been working since late 2016 to design a new career model for all levels across the organization. This model will replace their traditional and complex grading structure and introduce transparent and consistent career levels and reward structures with the aim of facilitating employee mobility across the organization, empowering employees to own their own development and building a stronger talent pipeline for the future.





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FOCUS

This initiative is considered to be a key lever to improve retention of key talent pools and building a competitive employer brand. The new career structure represents a long-term shift in their approach to career planning and development, with a simple approach to careers and jobs. By introducing a new career structure, they want to empower employees to develop their career in new and exciting directions. EXPLORE new opportunities, MOVE in different directions and PROGRESS in exciting ways.

SOLUTION

Career Families

Every job in the organisation is positioned within one of 12 Career Families, bringing together employees with similar skills, capabilities and purpose. Closely-related jobs are placed together, regardless of function, department or division – in fact, most Career Families will have jobs from multiple business areas. This will provide greater transparency of potential career opportunities across the organisation, highlighting jobs with similar or related capabilities.

Career Levels

The company's seven Career Levels reflect levels of accountability and contribution a job (Core Job) makes in the organisation. They begin at Level One and proceed to Level Seven. Under the new career structure, all grades will be replaced by Career Levels.

Core Jobs

Each Core Job is unique to a Career Level and Career Family, and reflects multiple positions across the organisation.

Capabilities

Capabilities are skills and behaviours people need to be successful in their roles. A set of Behavioural and Technical Capabilities has been developed in line with organisational values and purpose. These Capabilities give clarity on the behaviours and skills employees will need to support their growth and career development.



FuelFactors™



FuelPathing™



FuelGoals™



FuelPerform™



FuelFeedback™



FuelGigs™



FuelMentor™



FuelLeaders™

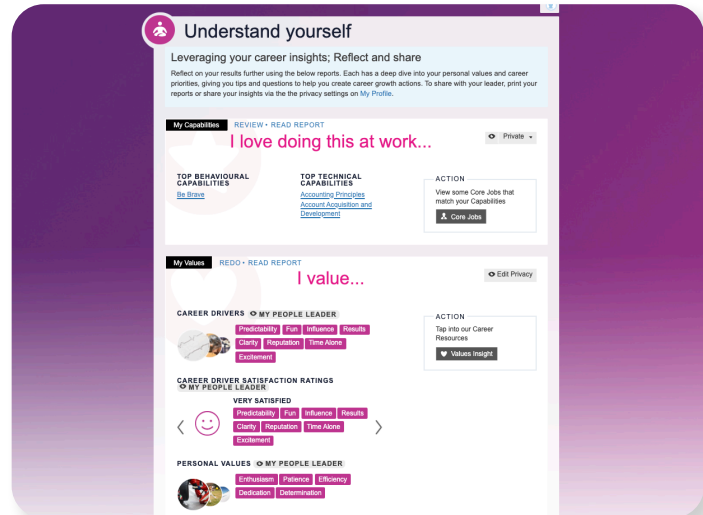


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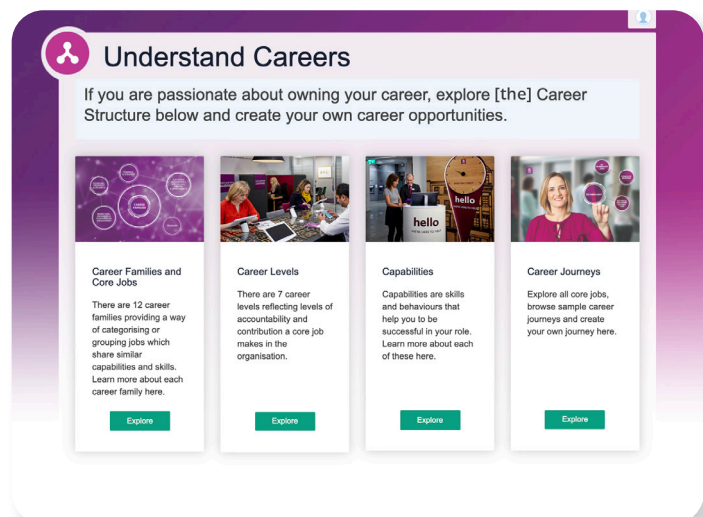
1. Understand Yourself

Leveraging your career insights; Reflect and share. Reflect on your results further using the below reports. Each has a deep dive into your personal values and career priorities, giving you tips and questions to help you create career growth actions.



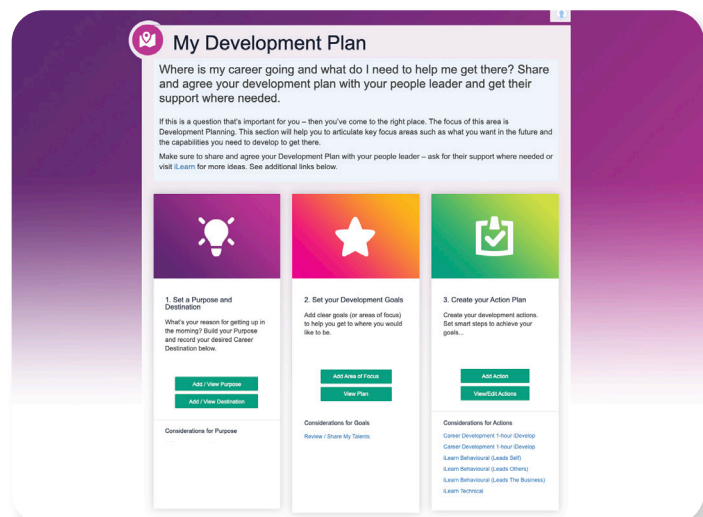
2. Understand Careers

If you are passionate about owning your career, explore the company's Career Structure below and create your own career opportunities. Explore Career Families and Core Jobs, Career Levels, Capabilities, and Career Journeys.



3. Development Plan

Where is my career going and what do I need to help me get there? Share and agree your development plan with your people leader and get their support where needed. This section will help you to articulate key focus areas such as what you want in the future and the capabilities you need to develop to get there.



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Our work environment is a place of trust and appreciation. We take every opportunity to recognise inspirational work and insightful contributions that help our customers achieve their dreams and ambitions. //

CHIEF EXECUTIVE OFFICER



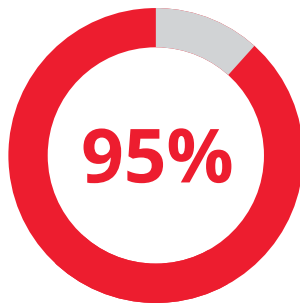


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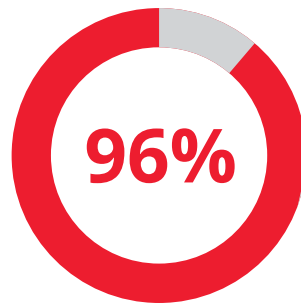
Allied Irish Banks (AIB)

RESULTS

As recorded on 26 July 2020, during a System Utilization Review.



94.72% uptake of the Fuel50 software

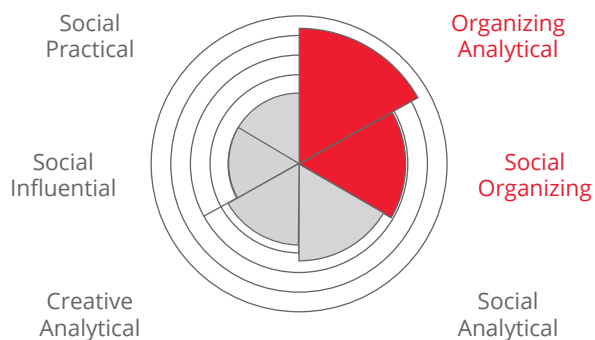


96.01% of Unique Logins were Returning Users

TOP CAREER DRIVERS

- 1 Quality
- 2 Achievement
- 3 Balance
- 4 Reputation
- 5 Expertise

CAREER STYLES



TOP PERSONAL VALUES

- 1 Trustworthiness
- 2 Honesty
- 3 Reliability
- 4 Integrity
- 5 Efficiency

"A powerful game-changer for employees in terms of enhancing their Career Experience."

"Fantastically rich platform and the team are very responsive and helpful."



AIB won the award for
**'Champion Use of Innovative
Technology in HR'** at the 2020
Irish HR Champion Awards!