



**FAST-GROWING INSURANCE
COMPANY IN MALAYSIA
ENGAGES ACCENDO FOR
CEO SUCCESSION
PLANNING**

BUSINESS CHALLENGE

In the past, the process of succeeding candidates into the CEO role in the company involved running interviews, they realised that:

- 01 ///** They wanted to increase objectivity by standardising the process and being bias-free.
- 02 ///** The company also needed contextualised insights to better understand the CEO traits within their potential candidates and the type of team dynamics needed to support the CEO.

SOLUTION

To make CEO succession planning a data driven and objective exercise, Accendo implemented its flagship TalentPulse solution. The entire project from kickoff to selection was successfully completed in over a period of 1.5 months, exactly on time and budget. Key features of the solution were:



Online deployment of assessments and business simulations to ensure efficient timelines.



Auto generated reports which were then contextualized for speedy delivery.



Debrief discussion to Group CEO and CHRO.



Stack ranked candidate report based on data from most recommended to least recommended.



Overall solution was designed to reduce cost and time whilst maintaining scientific rigor.

IMPACT

SELECTION

The selected candidates was in line with Accendo's recommendation. Internal interview findings and assessment data were aligned.

SPEED

With the use of our platform, the entire process was reduced to 1.5 months as opposed to the traditional 3-4 months.

INSIGHTS

A deeper understanding of the type of CEO needed and hired along with the team needed to support that role.

The assessment outcomes impressed the company and a assessment roll out was done to identify potential successors to their Chief Distribution Officer role.