



# EXECUTIVE EDUCATION CASE STUDY

## LB Group Chartered Accountants

### Company profile

LB Group Chartered Accountants provide audit, tax and advisory services across a variety of industries and is in the top 75 in the UK. With offices in London, Chelmsford, Colchester and Ipswich their partner-led approach provides a professional and proactive service to both business and personal clients. They also offer advisory services such as corporate finance, insolvency and financial solutions tailored to meet your needs.

### The business need

LB Group is developing a talent pool of employees through carefully targeted training. LB Group's Anna Middleton and colleagues want to give the team learning experiences they would never normally be able to access. They came to Essex Business School to discuss new approaches to key account management training.

### Solution

Our Essex Business School team wanted to give the 10 talent pool staff the bigger picture. To encourage new ways of thinking they initially delivered a session themed on developing your customer's customer using systems thinking and rich pictures. They then followed-up with a session focused on key account management. The programme drew on the different skills of our team and was delivered by Professor Nigel Pye, Professor Tazeeb Rajwani and Key Account Management Programme Director Malcolm Johnston.

### Feedback

LB Group loved the programme we created. One participant was so inspired he went home and in his own time reviewed LB Group's existing compliance services and looked at ways the company could develop further advisory services driven by the needs of the clients.

"The participants I spoke to were very much of the opinion that it was the highest level of training they had experienced"

**LB Group Director**



**Executive  
Education**  
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### Get in touch

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