

APPLEBY ACADEMY BUSINESS SCENARIOS

The business scenarios are outlined below; please choose one to answer in your report.

APPLEBY'S CORPORATE RESPONSIBILITY PROGRAMME

In 2012 Appleby launched its corporate responsibility strategy to:

- Support Isle of Man charities with a focus on youth, education and sport
- To partner with Junior Achievement to support the Island's young people in their pursuit of work skills
- Reward staff fundraising efforts by matching funds raised on a pound for pound basis

Using the template provided set out your recommendation for how Appleby's CSR committee could do more to promote its involvement in the local community, both internally to its staff and externally to the community and potential new charitable causes.

APPLEBY MARKETING TEAM – KEY CLIENTS INITIATIVE

As the world's largest offshore legal and fiduciary firm Appleby is proud of its reputation for high standards of client service. The firm is now keen to create a strategy to ensure that its key clients continue to be serviced to the highest level and would like your help in creating a client care programme. Using the template provided describe how you would set about identifying Appleby's key clients in the Isle of Man and how you would recommend the firm strengthens its existing relationship with them.

APPLEBY HUMAN RESOURCES – INTEGRATION & STAFF MORALE

As part of its business growth strategy Appleby intends to increase its existing workforce. Using the report template outline how you would recommend Appleby's HR team integrate the new staff members into the team, taking in to account the new staff needs alongside the requirements of the existing team. You will need to think about the logistics (e.g. where will they sit, what resources they may need), internal communication to existing staff, social activities, introductions to the team, training needs etc.

APPLEBY ACCOUNTS – KEEPING TO TIME

Each month Appleby's accounting team has to collate the time sheets of its employees in order to raise client bills and subsequently generate revenue into the firm. This is a large administrative process for both the fee earning lawyers and the accounts team. In your report present a solution to the accounts team as to how they could go about making this process easier both for themselves and the fee earners involved. This may involve an internal communications plan, time keeping incentives for staff or new systems and procedures.

APPLEBY INFORMATION TECHNOLOGY – CHANGE FATIGUE

As a global organisation Appleby aspires to remain at the forefront of technological developments affecting its industry. The IT team is regularly required to implement new systems to assist with the productivity of the team. Change within any organisation can be difficult and the IT team would like your help in launching new projects into the group to ensure their implementation is as smooth and trouble free as possible. Using the report template outline how you would recommend the IT team tackles this issue to help keep Appleby's work force open to change.