



Driving
Sustainable
Change

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Case Study

Navigating the Financial Landscape with Sustainable Project Management



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The Challenge

In the heart of the American financial ecosystem, a major banking institution with a rich legacy of fiscal leadership grappled with a multifaceted challenge. The contemporary banking landscape had shifted from a purely transactional model to a more holistic one, where financial institutions were now seen as stewards of not just monetary assets but also of environmental, societal, and governance (ESG) values.

The digital age had not only transformed banking operations but had also ushered in a new era of transparency, driven by technology and consumer activism. Stakeholders, including clients, investors, and even regulators,

increasingly demanded a clear view of the bank's ESG initiatives and outcomes.

The bank, with its vast portfolio of projects and initiatives spanning continents, had to ensure that each venture resonated with, and adhered to, the principles of sustainability.

Moreover, the bank needed to create a set of robust reporting metrics consistent with the intricate data the banking sector is known for. The responsibility to produce transparent, accurate, and comprehensive sustainability reports was paramount. With stakeholders becoming increasingly discerning and technology providing tools for deeper analysis, the bank's commitment to sustainability had to be both significant and evident. A mere facade would not suffice; genuine sustainability efforts had to be embedded and observable in every operation.



The Solution

Aware of the pivotal juncture at which they stood, the bank determined that an overhaul was necessary to maintain its esteemed reputation and meet the rigorous demands of the modern financial environment. Embedding sustainability into its core values became essential to the organization.

The bank created a two-year strategic plan, meticulously designed to bring about a transformative change in its operations and outlook. The first phase, centered on Capability and Capacity Building, was an intensive exercise in creating a new and sustainable culture. Here, the goal was to ensure that every employee, from senior executives to new hires, internalized the principles and practices of sustainability. Tailored workshops, structured strategic planning sessions, and intensive seminars created an environment conducive to commitment to sustainable practices.



Assessing Strengths and Weaknesses was the next phase. By collaborating with external consultants and internal stakeholders, the bank took stock of its existing operations. Every initiative, no matter the size, was analyzed against the yardstick of sustainability. This exhaustive exercise provided invaluable insights into areas that required attention and those that served as benchmarks.

With a clear understanding of its positioning, the bank then sought the expertise of GPM. Leveraging GPM's extensive suite of tools, methods, and expertise, bespoke solutions were crafted. These solutions, rooted in globally accepted sustainability best practices, were tailored to fit the unique challenges and opportunities the banking environment faced.



Tools and Approaches

GPM's full suite of tools was deployed to guide the bank's transformation journey. Through the PSM3 assessment framework, a detailed understanding of the bank's current sustainability practices, perceived standing and long-term goals were achieved. This clarity paved the way for a meticulously crafted roadmap that ensured

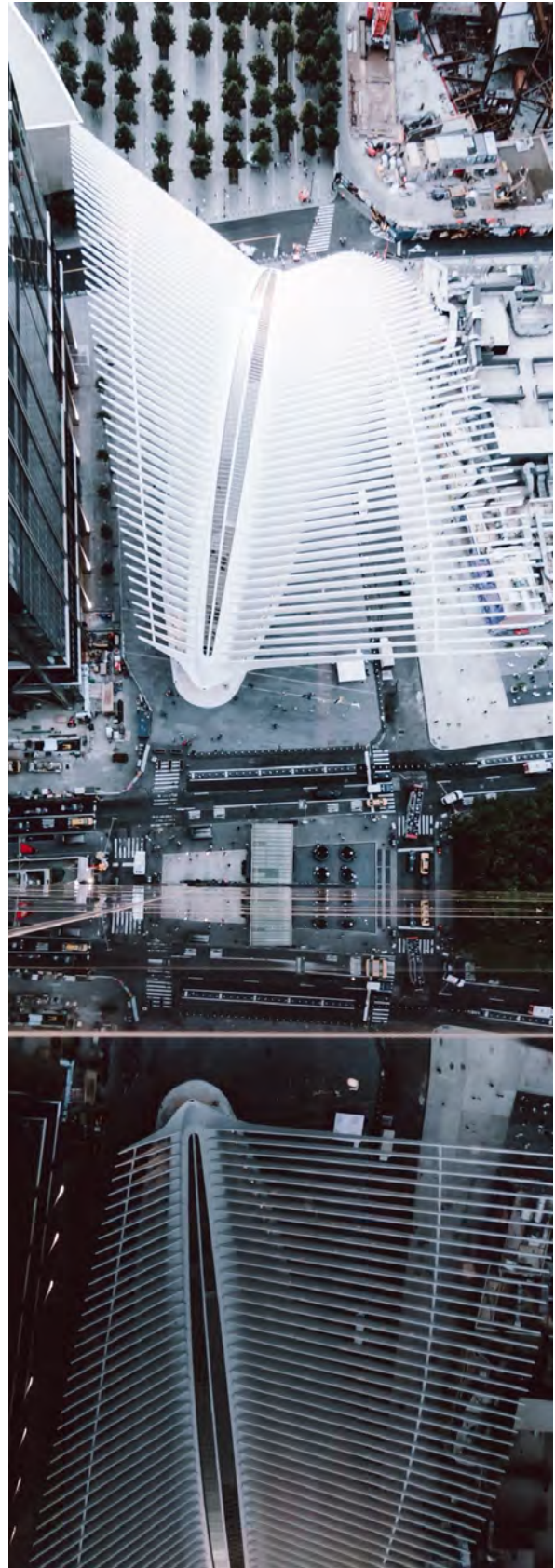
sustainability was integrated at every conceivable touchpoint.

Additionally, GPM360° was utilized in this transformative journey. By assessing the bank's initiatives against a comprehensive set of sustainability criteria, it spotlighted areas where the organization excelled and those that needed recalibration. This in-depth analysis ensured that the bank's sustainability efforts were consistent and repeatable.

GPM's core training offerings were instrumental in upskilling the bank's workforce. By embracing the principles of sustainable project management, the bank's senior executive and project staff became champions of its renewed commitment to sustainability.

The Outcome

Collaborating with GPM resulted in significant strides in the bank's sustainability outcomes. With enhanced transparency protocols, the bank witnessed a 70% improvement in stakeholder trust. Projects, now aligned with sustainability metrics and KPIs, experienced a 48% increase in efficiency. Stakeholder satisfaction metrics soared by 55%, reflecting the bank's adept handling of the diverse expectations of multiple stakeholders. By placing sustainability at its core, the bank not only fortified its reputation but also showcased the potential of sustainable banking in the modern landscape.





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