



Argentina: Futureproofing with Insights Discovery

Case study

Futureproofing with Insights

Argenta is a Belgian banking and insurance group that also operates in the Netherlands and Luxembourg. Their mission is to help people live financially healthy lives in a simple, honest and convenient way. As a bank that caters to families and private individuals, Argenta is focused on simplicity and long-term relationships with its client family.

At Argenta, success relies on learning

Since opening its doors in 1956, Argenta has made learning a key part of its culture. Employees enjoy a wide array of learning opportunities and are required to actively pursue their own development. Part of employee success is demonstrating a commitment to professional development, even for those employees who are already highly productive. Employees who don't work on their development don't receive positive performance reviews.

Insights Discovery as a starting point for personal development

The Insights Discovery workshop is popular with Argenta employees. For some, it's part of a learning programme put together by Argenta. For others, it corresponds to an identified professional development goal, and for yet a third group, who've heard about it from others, it's an opportunity to experience the workshop for themselves. At Argenta, employees and managers work together to map out each employee's development path. Training must be relevant and future-proof to be considered. To ensure the ongoing success of its people (and the organisation), Argenta asks employees to look at four 'key skills for the future' and ask themselves: To what extent have I mastered these skills and where do I need to improve? Insights Discovery provides an ideal starting point to gain insight into each individual's qualities and developmental opportunities.





From left to right:
Tom Jonkers, Liesbeth
Vereecke, Caroline
Ooms.

Increasing diversity and inclusion

For Talent Management Manager Tom Jonkers, Insights is also a tool for increasing diversity and inclusion. “We think it’s important that everyone can be themselves, and Insights encourages that,” he says. “People come to better understand themselves and others and appreciate differences. We believe that you’re fine the way you are, but it’s important to adjust to others as well, for example, your colleagues, your team, your manager, the organisation and - very importantly - your customers. Insights Discovery gives you insights that can help you with that interaction.”

Every workshop is different

“High self-awareness can also help you be a better leader and better manage stress.” says Liesbeth Vereecke of training partner Creando. “The topics we work on are determined by the needs of the participants. That’s why every workshop and every coaching conversation is different. “At Argenta, we have the option of using various Insights building blocks, so that, in a manner of speaking, we are constantly putting together diverse models to best meet the needs of employees. It’s not a one-size-fits-all training programme.”

Team development with Insights Discovery

Training programmes aren't limited to individuals. Argenta also expects teams take a proactive role in identifying learning opportunities. Once a year, each team gets the chance to do a training course, and Insights Discovery is a popular option. Tom Jonkers says, "We believe in starting the conversation within a team, and we use different models for that. Insights has been part of our offering for a long time. The colour energies help you bring things up for discussion that you might otherwise overlook because it's hard to put them into words. They also help you understand where things are going wrong. The team wheel in particular reveals team dynamics in a visual way."

The goal is behavioural change

It's important to Argenta that people and teams learn how to effectively work together and achieve genuine behavioural change. To stimulate this, every Insights team development programme starts with input from the team leader. The questions that arise revolve around where the team is now, next steps, and how Insights can help. Liesbeth Vereecke says, "This input determines workshop content on the day. We always work with concrete examples from the team and observe a lot. The Insights colour language is a rewarding and accessible tool that sticks with the team, and they continue to use it after the session."



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What participants say about Insights Discovery

Charlotte De Paepe, Non-Financial Risk Management:

“Before I started my current role more than three months ago, I did a two-year management traineeship at Argenta. The traineeship had a strong focus on personal growth and one of the recommended courses was the Insights Discovery workshop. “My group was the first to do the workshop online. I started it with some reservations, because I wondered if we would achieve the same results as with an in-person event. But I was quickly convinced. There was a lot of interaction and the two facilitators kept us engaged.

“When I read the first page of my personal profile, it was almost scary how true it was. I already know what I like and don’t like doing, but the profile and workshop gave me insight into the why. Why am I energised by certain things and not by others? Why can I work well with some people and not so well with others? Why do I flourish in one team and fade into the background in the other? I also received tips on how to deal with this. “The biggest eye-opener for me was how communication depends very much on who I’m talking to. Before, I used to doubt myself if the going got tough. Now I don’t mind; I think about the other person’s colour energy and try.

“During my traineeship I also took part in a team development session with Insights. Up to that point, I had only met my teammates during online team meetings, where I noticed that one person was more in the foreground and the other stayed in the background. Or that one person always provided a lot of information, and the other was very goal oriented. Insights Discovery made me understand why this is the case. We agreed to share our profiles with each other, so that colleagues can take each other’s colour energies into account.

“I found that attending both workshops was of enormous added value and would definitely recommend them. They complement each other nicely and you get to know yourself and your team better.”

Kristof Heurterre, Office Manager:

“At Argenta, all trainee office managers complete the Insights Discovery workshop. I did it in 2020 and found the training helpful, especially as it was my first time working in a leadership role. “You gain more insight into yourself; for example, your communication style, strengths and challenges. You learn how to deal with different personality types and how to help people work together better. “The fact that we were a diverse group helped. It was interesting to see how several types of people have different ways of approaching things and communicating.

“What I found especially important was the insight that, because I’ve started to use more Fiery Red in recent years, I can sometimes come across as a bit curt. I also learnt that, despite my personal preference for one or more colour energies, I can use them all, although for me personally, it takes quite a lot of effort to dial up my Sunshine Yellow. “A few weeks after the workshop there was an individual coaching conversation to discuss our initial experiences with what we had learnt and points for development that had emerged from the personal profile.

“Since then, I’ve made great strides, especially in the field of communication. I am more patient and take other preferences into account.”

Mieke Dhuyvetters, Shared Service Document Management:

“When my team gets bigger, I plan to do the training with the office. We must start working hard on a shared goal, and it will help if we understand each other.

“When I attended the Insights Discovery workshop, I already knew about the colour energies and their properties from a previous training. I liked that they were now placed in a broader context, so that you also understand the way the colour energies interact and communicate with each other and learn how to respond to that. “When reading the personal profile, I thought, yes that’s me. It’s like someone who knows you very well is describing you. What it contained wasn’t new to me, but seeing it in black and white made me more aware of it. And that helps me do certain things differently. I have started to put what I learnt into practice.

“I did Insights Discovery with fellow managers and some of them have a strong preference for Fiery Red. Previously, I often had trouble with their directness and found it difficult to make myself heard. On the other hand, I think they often wondered: Mieke doesn’t say much, why isn’t she speaking up for herself? After the workshop, there was more understanding for each other. We realised that we often have the same goals, we just approach them differently.

“I did Insights Discovery with my own team. At Argenta we can choose from various training courses in the field of team development, and the team democratically voted for Insights. “I was happy about that, because we have a number of people with very opposite profiles in the team, who didn’t always understand each other. I could already see a change during the training itself. For example, the extroverted types were more likely to ask the introverted types how things were going for them. “People always have a certain preference, but I think there’s a lasting difference in understanding each other, and how we approach things. For example, if you need feedback from someone you know needs to think things over, you can say, “Feel free to take some time to review this and let me know your thoughts.

“I think almost everyone at Argenta has attended the Insights workshop, which makes it really alive within the organisation. I think it’s positive and shows the importance of paying attention to how we treat each other. “Ultimately, it’s about understanding our own and other people’s preferred ways of communicating and responding and learning how to best coordinate that. You and your team can get a lot out of it.”

More information?

Contact us to find out more about Insights solutions or visit www.insightsbenelux.com.



creando
together we make you future-proof