

CreateConsulting helps align the SABMR team to save lives



Introduction

The [South African Bone Marrow Registry \(SABMR\)](#) was founded in Cape Town in 1991 with a single mission: to save lives. As an accredited member of the World Marrow Donor Association, the SABMR is dedicated to helping patients in need find their match. Their team of experts collaborates with physicians across South Africa and with over 70 registries worldwide to search for compatible donors. Together, they work behind the scenes so that patients and their families can focus on the most important work of all: the fight for their lives.

The need for alignment

In 2017, the SABMR realised that to serve their patients more effectively they had to be aligned as a team. The leadership team needed to have a set vision and mission which everyone strived to achieve. To do this they required a strategic plan, as an agreed way forward, that focused on sustainability, income generation, growth and development opportunities and public relations.

Identifying this need was an essential first step, but the SABMR knew that implementing the changes to address it was a lot easier said than done.

GOALS

Alignment as a team behind a strategic plan focused on:



Sustainability



Income generation



Growth and development



Public Relations

"We reached out to CreateConsulting to ensure that our business plan was achieved," shared Dr Charlotte Ingram, CEO and Medical Doctor at SABMR.

This launched the start of a four-year partnership to support the SABMR's leaders with the frameworks to do their best thinking and craft a successful business strategy.

CreateConsulting gets to work

With a deep understanding of the SABMR's purpose, CreateConsulting consulted, designed, planned and facilitated workshops with the board, leadership and the broader team.

The impact

"Through great energy and by creating an atmosphere that made decision-making seem like 'easy work', CreateConsulting were able to assist and guide both our Management Team and our Board of Directors to establish our Mission and Vision Statements."

Dr Charlotte Ingram, CEO and Medical Doctor

A 7 - Point Plan

- 1 **Creation of a Thinking Environment™**
- 2 **Clear Vision & Mission**
- 3 **Defined Strategy**
- 4 **Understanding Whole Brain® Thinking**
- 5 **Using the Herrmann Brain Dominance Instrument® (HBDI®) to support understanding of cognitive diversity and to leverage opportunities within the team**
- 6 **Understanding the factors contributing to healthy teams and organisations**
- 7 **Learning tools to enable effective communication for sustainable organisational health**

A successful journey

The results were so significant that the SABMR employed CreateConsulting's services annually to help them reconnect to their strategy and prepare for the board meeting.

To build on the Whole Brain® Thinking foundation already established, CreateConsulting also onboards new team members in completing the HBDI® and facilitating Whole Brain® application workshops. By facilitating ongoing Whole Brain® conversations, CreateConsulting assists the SABMR to leverage Whole Brain® thinking for improved team cohesion.

The ongoing collaboration between the SABMR and CreateConsulting has had a big impact on the alignment of the SABMR team. By helping the board of directors establish the mission and vision of the company, the end goals are reached more effectively. The SABMR now also has and keeps working on, a clear business plan with lag and lead measures and agreed areas of responsibility, targets, deliverables and timelines. With an aligned team, the SABMR is more effective in achieving its main purpose of saving lives.

In conclusion

Our clients are our reason for being and we are proud to partner with such a respected organisation such as SABMR, helping them ignite best thinking and transform, through conversations that matter.



"I would most definitely recommend CreateConsulting. They were able to facilitate open discussion between departments and management to ensure the end goal is reached.

Given their great service and the relationship that developed with Justin and his support staff, we will continue using their services."

**Dr Charlotte Ingram,
CEO & Medical Doctor**

Connect with us today



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