

## Managing Multiple Sites

Eve Ash interviews Suzanne Dvorak (CEO, Marie Stopes International)

One of the biggest challenges for any growing organisation with multiple outlets is maintaining high standards across all sites. In this program Psychologist Eve Ash talks with Suzanne Dvorak, Australian Businesswoman of the Year, about some of her successful strategies for managing multiple sites.

### Factors That Contribute to Maintaining High Standards

- Maintaining the balance in compliance to the brand and meeting the demands of the local market.
- Requires a robust and overlapping management structure.
- Employ the right people who can work within multilayer structure.

### Ensuring Compliance

- Audit tools.
- Employees who care about the product/brand.
- Management structure that supports compliance.
- Good communication.
- Skilling staff on providing effective feedback.
- Have a number of different feedback structures within the whole organisation.

### Feedback

- Note and act on customer feedback.
- Be aware of competitor feedback.
- Implement processes for managing negative feedback.

## The Balanced Score Card

- System for reviewing performance in regards to people, clients, quality and making a difference.

## Understanding the Financials

- Every manager has a degree of financial accountability.

## Training

- Provide budget is for training.
- Every employee receives training in the year.
- Training will vary from customer focus to health initiatives.

## Implements 360° Feedback

- Employees have two appraisals per year.
- First appraisal is not linked to performance pay.
- Second appraisal measures performance and is linked to pay.

## Harnessing Creativity and Innovation

- Linked with the hiring of people.
- Also about allowing people's autonomy and knowing what will work in the local market.
- Again, the balance between compliance and local needs.

*Since filming this program Suzanne Dvorak is now CEO of Save the Children*

STOCKCODE:LALC69  
DURATION: 12 minutes  
ISBN: 978-1-921409-42-4



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**SEVEN DIMENSIONS PTY LTD**  
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**NEW RELEASE 2009**

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