



Experience Practice Lead

Specifics

Reporting to

Head of Brand & Experience

Practice/ Team

Experience Practice

Business Service

Brand & Experience

Date

October 2024



Welcome

We're committed to making energy cleaner and cheaper for Aotearoa New Zealand.

Our Retail structure is made up of a network of empowered teams, united by a shared purpose and clear goals, equipped with the skills and capabilities to deliver value to customers end to end.

The way we work is just as important as the work itself. Alongside our Meridian Values, we are guided by three key behaviour shifts: 'Make people awesome', 'Set your compass on customers' and 'Progress over perfection'.

Responsibilities

- Lead a shared internal understanding of the intersection between design, business and technology needs for customers. Ensure this understanding is reflected in collective action to rapidly build and evolve experience with customers.
- Ensure adoption of data, emerging technologies and design approaches that power accelerated experience delivery, as well as ensuring customers understand and value their experiences.
- Incrementally deliver simple and cohesive experiences that deliver measurable customer and business outcomes.
- Drive experiences to expand beyond homes and businesses to connect physical and digital touchpoints as one unified experience.
- Contribute to the day-to-day delivery of Squad and Value Stream goals
- Develop and grow a diverse team of leaders creating a learning culture where we are restless in our pursuit of cleaner and cheaper customer solutions

Role Purpose

In addition to the Practice Lead profile attached:

Champion and drive the ongoing delivery of an outstanding suite of cohesive experiences that leverage emerging technologies, are built with customers and are tightly aligned to business objectives. Nurture and grow the practice of Experience so that our breath of understanding and capability continues to develop across all of retail.

Skills and Experience

In addition to the Practice Lead profile attached:

- 10+ years of leadership experience driving the successful design of branded experiences across digital platforms
- Proven experience in building, executing and evolving rapid, iterative design and development across multiple products, brands and categories
Proven record of influencing people across the full range of stakeholders, from other designers to senior management and industry
- A team-player with strong communication skills and demonstrated ability to build high performing teams and wider organisational capabilities.
- Ability to work through the ambiguity of understanding customer behaviours and force trade-offs, shaping new experiences, and applying new technologies.
- Openness to others' ideas and new ways of doing things





Practice Lead

As a Practice Lead, I am

- A squad member, who is also responsible for nurturing and developing people to build capability
- A people leader who cares deeply about the growth and wellbeing of my people
- A servant leader and coach who fosters a culture of empowerment and autonomy within clearly defined guardrails
- A critical thinker who can identify and build capabilities that help achieve long and short-term organisational goals.
- Inspiring curiosity and innovation
- Also contributing to the work of the squad in my area of experience

And, I am not

- Deciding on or prioritising backlogs of squads
- Feeding work to Practice members that sits out of the work of the Value Stream.

Role Purpose

A servant leader, who inspires a growth mindset and enables, empowers and coaches for high-performance

Build "future-fit" capability and drive consistency of "craft" across squads

Develop the guardrails and quality standards, which enable empowerment and autonomy in the squads

Remove roadblocks

Responsible for the "how" rather than the "what" of your Practice

Structure

In the Value Streams people are organised into fully-dedicated, cross-functional squads, where we can collaborate, iterate and innovate faster and are empowered to make the decisions that will deliver on our purpose.

There are multiple squads within our Home and Business Value Streams.

Practice Leads sit within a squad in either the Home of Business Value Stream and support Practice-members in squads across both Value Streams

Skills and Mindsets

Subject matter expertise

- A specialist within the subject matter of the Practice
- Experienced in developing and implementing work practices and standards
- Experience working on cross-functional projects
- Effective stakeholder engagement – ability to understand priorities and advise on the skillsets/talent needed to support

Individual skills

- Strong communication skills to motivate and inspire
- Experience coaching in the areas of high-performance, standards and work practices

Mindset

- Passion and love of your subject area
- Belief in a non-hierarchical culture, transparency, empowerment and trust in Squads
- Openness to new ideas and valuing every voice, with a desire to develop ideas together in a collaborative way
- Ability to create an atmosphere of trust, inclusion, curiosity and continuous learning.

Key Responsibilities

Supporting the development of work standards

- Define work practices, standards and frameworks
- Run 'Practice-time' to foster innovation and new practices, knowledge sharing, upskilling and working through complex problems together.

Developing people and Practice capabilities

- Support Practice members to thrive within a new environment through coaching conversations and capability development
- Foster a growth mindset, encouraging your people to embrace challenges, persist through setbacks and treat every experience as an opportunity to learn
- Support the Value Stream Lead and/or Value Owners to identify talent for the Squads and onboard them successfully.

Performing People Leader activities

- Complete one to ones and My Mahi processes with Practice members (performance check-ins, development conversations, end of year review)
- Participate in regular meetings with the Value Stream Lead or Value Owners and Agile Coaches on the performance of your Practice members and the support that may be needed
- Provide feedback, coaching and support

