

S.T.A.R.E - BATTERY WALL CHART

Using the S.T.A.R.E technique in your portfolio adds context to each individual piece of portfolio evidence or a bundle of evidence. It will allow you to structure your description of the work you carried out and allow the person reading the S.T.A.R.E to have a better understanding of the key aspects of work you undertook and the IMPACT you had on your organisation, clients or team. It will also allow you to reflect on your own development and evaluate the task.

Battery Wall Bundle Example



S.T.A.R.E

Situation: Set the scene, describe the situation you were in and why it came about. Try and think about the 'bigger picture' and how your specific action may link to the overall strategy of your organisation.

When I moved into the product team, the dealers were sending many TechWebs (help calls) regarding help with what batteries can be used in what machine. This was taking time from the product team's day on a regular basis and was also taking too long for a response to get back to the original customer.

Task: Describe your goal or what you aimed to accomplish in the situation.

The brief for this was to create a quick reference wall chart, which allows the viewer to quickly identify which batteries can be used for their machine. It will also offer a bit of information into the CCA and Ah of each battery so that if there are multiple batteries that can be used for a machine, the user can easily see what each battery offers and compare them against one another.

Action: The most important part. Explain the key milestones/actions you undertook. Describe the actions you undertook to achieve your goal. Focus on YOUR role in the situation not what others did. Use 'I' not 'we' when describing your actions.

When I joined the product development team, the brief had already been written but after that I took full control over the project. I first had to understand the machine range we were going to include on the chart. To do this I included any machine which was a part of our 7-year machine park. This is how my company monitors opportunity for their aftermarket sales, as it is all machines sold in the last 7 years. This means that the machines I choose to go into the chart will be relevant as they are the most up-to-date machines that my company have been selling. After understanding what machine types were going to be included, I then found every machine variant for those types and what battery/batteries compatible with them. I did this using a system which is an internal tool where you can find part breakdowns of machines. Some of the newer machines were yet to be on the internal tool, this meant that I had to contact the individual business units to find out what batteries they used from the factory. Once all battery types had been identified, I then contacted our battery supplier and worked with them to gain all the specifications of each battery. For the design of the chart, I linked with an external digital designer who put it all together for me. I then sent a copy to each of the regional sales managers who gained volumes they wanted to be printed from their dealers and relayed it back to me. At the same time as this, I had the dealers to check for anything which needed changing or any feedback they had and requested for the foreign countries to send through the translations in their languages so that I could make a chart which was applicable for most of our main regions. After receiving feedback and the translations, I once again sent the information to the digital designer who then made the changes and created the different translation versions. I then worked with marketing who organised printing for the charts and we also discussed having some worktop mats made for on the counters in dealers, however, due to price we decided not to go ahead with that. Once printed we then distributed them to the dealers within other orders they made. We did this to save costs, as all the printing costs were through Service, so every saving we could make was good.

Result: Describe the outcomes of your actions. Do not be shy about taking credit for your results. Use figures if you can. What did you accomplish?

The creation of this Battery Wall Chart has been a great success. It has been distributed in 7 different languages across the whole of Europe. Since the release we have not received any TechWebs on which battery is used in a machine. Since the release I have had lots of feedback from dealers and the sales teams saying how useful and easy to use it is and how it is used daily. In the future there has been plans to make similar charts for other products such as tyres. The outcome of the Battery Wall Chart has been great because it has improved efficiency and dealer knowledge on the specifics of batteries.

Evaluation: Use Learning Assistant to claim the KSB criteria you feel your portfolio work covers.

In this project I managed the main body of work and then communicated with colleagues across the whole business, as well as, externally, to gain and apply information to progress through the project. I kept to deadlines and completed the project brief originally outlined. The finalised Battery Wall Chart is now being used in dealers across the whole of Europe and the dealers are now able to identify what battery a machine need, quickly and effectively. This project also saw me improve my communication and the ability to delegate tasks to relevant and able people who I knew would be able to perform and meet the deadlines I set for them.