

**IMPLEMENTED RESULTS**  
**SCORECARD**

# Canaccord Capital Corp.

## Vancouver, British Columbia - Toronto, Ontario

CANACCORD CAPITAL CORPORATION, is a leading Canadian independent full service investment dealer. Canaccord has substantial operations in each of the two principal segments of the securities industry: Private Client Services and Global Capital Markets.

### THE CHALLENGE

In its quest to continue its expansion in the Canadian financial market Canaccord sought to rationalize and improve their investment advisor process, thus increasing the number of IA's recruited each year. In addition, to remain cost effective in the highly competitive financial market Carpédia was brought in to optimize the existing back office operations and streamline the capital markets group. This was tied together by a desire to provide the management the tools and training to allow them to tackle variances to their performance plan on a daily basis. The project would generate a return of 2.2 in the Toronto and Vancouver operations.

- The 65 week project was completed over a six month period and included work in the transfer department, compliance group, name and address department, capital market and syndication groups and the IA recruitment team.



### THE RESULTS

- Annualized financial results are generating a return of 3.9 versus the cost of the initiative.
- Through improvements in trade management current interest levels were reduced by 69% to reduce interest paid.
- Improvements in the IA recruitment process, including the installation of recruitment funnels and improved IA recruitment activity management secured 10 additional IA's.
- Optimization of the account transfer cycle has led to a 21% improvement in transfer days, thus improving IA referral rates and early book revenue generation potential.
- A formal management training program, daily behavior coaching and the installation of a continuous improvement process has led to increased accountability and ownership for the front line Supervisors ensuring results sustainability and perpetuation.
- Developed a new Management System that provides managers and supervisors with clear visibility of schedule attainment and productivity. Attainment and productivity targets are set for every area deemed to be a significant driver of profit. Supervisors are empowered to communicate the specific requirements with employees daily. Their performance is then monitored at intervals throughout the day. Variances to plan are dealt with by creating specific recovery plans with the front line management during daily results review meetings.

### THE TESTIMONIAL

MR. MICHAEL GREENWOOD, PRESIDENT & COO / MR. BRAD KOTUSH, SVP FINANCE: We have become strong supporters of the Carpédia approach and have now subsequently rolled out Carpédia's methodology in a number of our internal initiatives. Your efforts have been appreciated, and we will ensure that a program of continuous improvement is sustained using the tools you have provided us."

**Carpédia International** is a management firm uniquely focused on helping leading companies implement sustainable improvements in revenue growth, productivity, and asset utilization.

