Winsborough gains fresh insights, robust RFP design and smart project management by engaging virtual CTO Target State.

A dedicated team of business psychologists, leadership consultants and client service experts, Winsborough helps organisations deliver better leadership for their people. They enhance individual and team performance through candidate selection support, assessment tools, talent development, coaching and consulting. Serving a range of sectors, their clients range from larger SMEs right through to enterprise and corporate-sized organisations.

The project – smart, self-service tech

Winsborough offers several self-service products – including their own 360 surveys, personality tests, and team surveys.

Back in 2020, they decided to up-level and take greater advantage of AI tech to interpret personality and performance data. They chose an offshore developer to build this product.

The pitfalls of overseas developers

Moving offshore was the catalyst for several challenges. Although the overseas provider was innovative, their outputs were esoteric and hard to scale. Continuing this path meant Winsborough couldn't see their app reaching its full potential.

What's more, Winsborough were not getting the level of communication and project management oversight they were expecting.

Winsborough needed to step back, review where they were at versus where they wanted to be and find an affordable and smart solution to bridge the gap. They weren't afraid of changing direction if it meant saving time, money and stress.

When it came to who could best guide them through this process, their virtual chief financial officer recommended me – Ant McMahon from Target State.

The review process – talking to managers & working alongside key staff

Once engaged, the first thing I did was conduct a thorough review. I recommended they push pause on investing more money into the build until the review was complete.

I spoke to management and delivered a new brief and project scope. After evaluating their various options, one thing was clear – the app development should return to New Zealand.

The next step was to create a set of wireframes for the app. I worked closely with Winsborough's Ariana Bascand to make this happen.

Commenting on the experience, chief executive Gus McIntosh says:

"Ant gets his head round your business and [took his time] understanding our context. He was really clear about pausing on investment into the app....

"Ant's inquisitive, curious and approachable – he's very easy to work with."

The RFP process – clear and robust

After the review, I project-ran the request for proposal (RFP) process. Working alongside Ariana, we created the scope, evaluated participants against clear criteria, and established a robust process to shortlist the vendors.

At the time of writing, I'm now in the middle of project managing the app build with the chosen New Zealand developer.

Why outsource? Deliver desired outcomes without breaking the bank

When asked why Winsborough outsourced this project, Gus said:

"We don't need a full-time CTO [chief technology officer]. Ant knows enough about our business he can deliver it virtually. He can translate things for us.

"During project management, Ant came into his own."

Addressing global challenges through a kiwi lens

Gus and the rest of the team are excited about the onshore solution and are proud to 'support local' by having the app made in NZ.

We look forward to seeing the app rollout and the positive impact it will have on teams both nationally and globally.