

... CASE STUDY

Developing Frontline Leaders at a Large Agricultural Company



I admit I was somewhat skeptical about an online course. But the online experience was actually at par or better than classroom courses. The content was brought to me in a very diverse way, through reading, videos, interactions, and the best thing, I could do everything wherever, whenever I wanted. I believe this course should be mandatory for all managers.

Challenge

A major provider of agriculture products wanted a consistent approach to develop their frontline managers to elevate their leadership acumen.

- They needed to reach 7,000 leaders across the globe with a rapidly scalable solution
- They wanted to leverage technology in an innovative way but keep human connection alive
- Access to proven leadership content was important yet the ability to customize the content was a priority
- Seamlessly weaving in their internal leadership expectations was critical

Solution

GP Strategies® designed a 7-week digitally enabled leadership development solution that delivered leadership information, education, and application through a range of interactive options. The approach consisted of several elements:

- Proven leadership models and content on *Your Role as a Leader, Trust, Communication, Delegation, Accountability, Coaching, Teams, and Change* delivered through videos, podcasts, discussion threads, and other interactive options
- Development of a community of learners who shared their thoughts and supported each other through discussion boards, live coaching sessions, and other opportunities to connect online at the same time
- Access to a leadership coach to guide the group through the experience
- Gamification components to engage the learners and track completion

Business Impact

The program garnered a high net promoter score of 51, and 57% of leaders indicated they would sign up for another similar program.

Through 2020, GP Strategies will deploy cohorts of 150 individuals, with multiple cohorts going on simultaneously, some in local language, in order to address this large global audience.

RESULTS

100% increase in those who strongly agree that they can identify what is **satisfying about the job** for each member of their team

75% of leaders are **asking more questions**

73% of leaders are **coaching more**

70% of leaders have **improved coaching**

67% of leaders are **listening more**

