

Global Branding Company

Culture Change, Leadership Development/Team Building

Mission/Purpose (Objective)

To gain consensus on appropriate leadership behaviors, set expectations for leadership and management, translate them into specific behaviors and integrate them into our client's processes and tools, including dashboards and key performance metrics, and build skills necessary to lead.

Improving collaboration skills is a secondary goal.

Business Challenge

The company has great minds and big ideas who can execute well. However, they wanted their Senior Leadership and Directors to focus in on how to become great leaders, how to manage leaders and become great coaches.

Description of Marketing Offering

Getting it right with your people
Getting it right with your senior leadership

Process of Marketing Offering

Assessment:

SL&A reviewed existing data, wrote distributed and analyzed a questionnaire on leadership views and personal training goals, met with key leaders to define the company's Leadership Model and customized a training facilitation to support this model and corporate principles for success.

Developing Leadership

We delivered a customized 1.5 day training facilitation built on The Six Fundamentals of Success for Senior Leadership and will be rolling out a 1 day training facilitation for Directors.