Brandon Hall Group™

Excellence in Developing Frontline Leaders in International Organizations

Case Study Analysis

2025

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INTRODUCTION

Frontline leaders represent a critical layer in organizational structure, directly influencing customer experiences, employee engagement and operational efficiency. As the bridge between strategic vision and daily execution, these leaders need a unique blend of people management skills, operational knowledge, and business acumen. The most effective development programs address these multifaceted needs through blended learning approaches, mentoring relationships and clear alignment with broader organizational objectives.

Brandon Hall Group™ has analyzed data on frontline leadership development from recent Excellence Award-winning organizations across various sectors including Insurance, Retail, Banking/Financial Services, Manufacturing, Healthcare, and Technology. These enterprises demonstrated exceptional approaches to developing frontline leadership capabilities with measurable impact on their business performance.

Our analysis reveals that organizations investing in structured, comprehensive frontline leadership development programs see significant returns in terms of improved performance metrics, higher employee engagement, enhanced customer experience, and stronger talent pipelines. These outcomes demonstrate the profound impact of targeted leadership development in navigating today's complex business environment.

Featured Organizations

- Centene Corporation
- Coates
- DexKo Global
- Electrolux
- Geojit Financial Services
- HSBC Global Service Centers and Technology
- ICICI Lombard

- KPMG Global Services
- Landmark Group
- Marriott & NovoEd
- Ness Digital Engineering
- Sanofi
- Weyerhaeuser
- WP Engine & Abilitie

Note: Organization names are clickable links that will take you directly to their respective case study summaries.

MEASURABLE BENEFITS DATA

Centene Corporation

- 80% of nearly 1,600 program participants remained with the company
- Leaders completing the program were 50% more likely to have higher employee engagement scores
- 14% of program participants scored in the top tier on engagement surveys
- 93% said their leader supports DEI efforts in the workplace
- 91% reported teamwork and collaboration are encouraged

Coates

- 28% increase in interactions with other leaders
- 27% increase in likelihood of career progression
- 5% increase in branch performance
- Engagement scores 7% higher than Coates average
- 26% of participants moved to different roles

DexKo Global

- 7% reduction in turnover
- 4.5% increase in engagement

Electrolux

- 4.5% increase in engagement
- 73% development plan submission (vs. 52% baseline)
- Accelerated succession planning and leadership development

Geojit Financial Services

- 169 participants completed Phase 1, 167 completed Phase 2
- 47% of stakeholders reported marked improvement in teams post-training
- 44% noted significant progress in team management
- 44% identified managing competition/market as an area needing further development

HSBC Global Service Centers and Technology

⚒ Improved people leader retention from 90% to 96%

⚒ 231 leaders graduated with 90% graduation rate

⚒ Net Promoter Scores of 67-82 across program components

⚒ 94% of employees reported their leader treats them with respect

ICICI Lombard

⚒ 87% average journey completion rate across 60 participants

⚒ Enhanced succession planning with deeper bench strength

⚒ Higher employee retention among program participants

KPMG Global Services

⚒ 65% of first-time managers achieved personal mastery

⚒ 51% of first-time managers developed team management skills

⚒ 82% of performing managers achieved personal mastery

⚒ 78% of performing managers developed team management skills

⚒ Significant behavioral improvements across all leadership competencies

Landmark Group

⚒ 86% certification rate (12 out of 14 completed participants)

⚒ 162% ROI

⚒ 3% growth in Average Transaction Value (ATV) for participating stores

⚒ Improved shrinkage control and adherence to guidelines

⚒ Over 2,500 hours spent mentoring frontline leaders

Marriott & NovoEd

⚒ 5x more scalable than previous leadership programs

⚒ Over 15,000 frontline leaders completed an En Route program

⚒ Leadership index scores 5 points higher than Global Best Employer

⚒ Reached 8,800 leaders (vs. 3,900 in highest pre-program year)

Ness Digital Engineering

- 64% of participants showed performance rating improvement by one level
- 43% of participants nominated for promotions
- 16% reduction in external hiring costs for leadership positions
- Customer satisfaction improved from 3.8 to 4.2 (on a 5-point scale)

Sanofi

- 95% reported successfully integrating learnings at work
- 3.7/5 average rating for improved leadership capabilities
- 9 point gain in Digital team's "Play to Win" behaviors score (vs. 6-point company average)

Weyerhaeuser

- 90%+ program completion rate
- Highly positive feedback on relevance of real-life scenarios

WP Engine & Abilitie

- 50% of emerging leaders program participants advanced to management positions
- Improved year-over-year manager ratings
- 200+ employees trained over three years
- Observed improvements in retention, engagement, and internal recruiting

KEY TAKEAWAYS

Our analysis of these award-winning frontline leadership programs reveals several best practices that organizations can adopt to enhance their own leadership development initiatives. Successful frontline leadership development programs share common elements that drive meaningful results across different industries.

1 Structured leadership journeys drive success.

The most effective programs provide development journeys rather than isolated training events. Each organization implemented multi-phase programs that built capabilities progressively, allowing leaders to develop and practice skills over time.

2 Blended learning approaches yield best results.

Combining self-paced digital components with in-person workshops and on-the-job application accommodates different learning styles while reinforcing key concepts through varied modalities.

3 Mentorship Is critical for sustained development.

Formal mentoring relationships, particularly when supported by digital platforms that facilitate regular interaction, significantly enhance learning outcomes. Landmark Group's 2,500+ mentoring hours and ICICI Lombard's coaching framework demonstrate the power of structured guidance.

4 Measurement must go beyond satisfaction.

The most effective programs establish clear metrics tied to business outcomes. Measuring impact through 180-degree feedback, performance indicators and ROI calculations provide more meaningful evaluation than participant satisfaction alone.

5 Content must balance technical and behavioral skills.

Successful programs address both operational knowledge and people management capabilities. The balance between technical expertise (financial metrics, retail operations) and interpersonal skills (team building, coaching) creates well-rounded leaders.

6 Line manager involvement drives program success.

Active participation of direct supervisors in program design, implementation and follow-up significantly increases program effectiveness. When line managers understand program objectives and support application, learning transfer improves dramatically.

7 Action learning projects create immediate business impact.

Projects that solve real business problems while demonstrating new skills provide dual benefits: practical learning for participants and tangible value for the organization. These projects should be tied to measurable business metrics.

8 Technology enablement enhances program delivery and tracking.

Digital platforms that facilitate learning, mentoring and progress tracking improve both program administration and participant engagement. These tools provide valuable data for continuous program improvement.

9 Integration with business context is essential.

Programs that explicitly connect leadership development to organizational values, culture and business goals show stronger adoption and impact. Each organization ensured content was relevant to their specific business challenges and strategic priorities.

10 Leadership development requires executive support.

Senior leadership endorsement was critical to program success. Each organization secured executive sponsorship to validate program design, set context with participants, and reinforce the importance of leadership development through ongoing communication.

11 Peer learning accelerates development.

Creating opportunities for leaders to learn from each other through cohort discussions, triad activities and social learning platforms proved highly effective. This peer-to-peer learning facilitates knowledge sharing and builds supportive leadership communities.

12 **Role-based, scenario-driven learning.**
The most effective programs incorporated real-world scenarios specific to the frontline leader's actual work environment. Using authentic scenarios from the workplace increased relevance and application.

Organizations implementing these best practices can expect enhanced leadership capabilities, improved operational performance, stronger talent pipelines, and greater organizational resilience. As these award-winning cases demonstrate, investing in frontline leadership development delivers substantial returns that justify the resource commitment.

SUCCESS PROFILES

Centene Corporation

Overview: Centene is a leading multinational healthcare enterprise serving approximately 27.5 million members across all 50 states with nearly 68,000 employees.

Situational Context: Centene transitioned abruptly from in-person operations to a primarily remote workforce, disrupting traditional employee engagement and workplace culture strategies that were based on in-person interactions.

Challenge: Survey feedback revealed growing disconnection between employees and Centene's core values. Frontline leaders struggled with communication, responsiveness, and adaptability to change, contributing to turnover challenges during the "Great Resignation" period.

Solution: The LEAD Leadership Development Program equipped people leaders with fundamental skills through three interconnected programs:

- LEAD: Foundations — For newly hired and promoted leaders.
- LEAD: Skills for Success — Four-lesson self-paced online program.
- LEAD: Accelerators — Blend of self-paced learning with virtual instructor-led application sessions.

Implementation: The program began with auto-enrollment for new leaders but expanded to all interested leaders as word spread. Content focused on coaching, delegation, conflict management, critical thinking, emotional intelligence, and leading change. The program was promoted at monthly leadership forums and featured on the company intranet.

Meaurable Benefits: Leaders who completed the program were 50% more likely to have higher employee engagement scores. 80% of nearly 1,600 participants remained with the company. Survey results showed 94% of employees felt respected by their leaders, and 93% said their leader supported DEI efforts.

Read the full case study here.

Coates

Equipped for Leadership: Branch Manager Program

Overview: Coates is Australia's leading equipment hire and solutions provider with a national footprint of over 145 branches, 2,000 employees, and serving nearly 19,000 customers.

Situational Context: In 2020, Coates launched the Team25 Growth Strategy aiming to grow to $1.19 billion in revenue by 2025, recognizing that leaders play a pivotal role in business growth and cultural transformation.

Challenge: Research revealed Branch Managers lacked fundamental capabilities such as financial awareness, driving results, managing performance, giving feedback, and coaching. Many had progressed from technical backgrounds without structured leadership development, resulting in inconsistent branch performance.

Solution: The "Equipped for Leadership: Branch Manager" program was co-designed with Bendelta to address these gaps. The 10-month program uses a modular format with spaced learning and includes both operational skills and people leadership content through classroom sessions, mentoring, and practical challenges.

Implementation: The program was delivered to 63 participants (with 49 completing it) across FY22-FY24, with participants nominated by direct managers and selected to ensure diversity across gender, branch revenue, business unit, tenure, leadership experience, and performance rating.

Meaurable Benefits: Results showed a 28% increase in interactions with other leaders, a 27% increase in career progression likelihood, and a 5% increase in branch performance. Engagement scores were higher for program participants (70% vs. the Coates average of 61%), and 26% of participants moved into different roles. The program achieved an NPS of +51, with measurable improvements across all leadership competencies in 360-degree assessments.

Read the full case study here.

Slashing Supervisor Turnover

Overview: DexKo Global is a leading manufacturer of automotive parts with 8,500 employees across North and South America, Europe, Oceania, Asia, and Africa.

Situational Context: DexKo was formed in 2015 through the merger of two large companies and has continued to grow through acquisitions, creating challenges in maintaining consistent leadership standards.

Challenge: Like many manufacturing organizations, DexKo struggled with attracting and retaining frontline leaders post-pandemic. The company needed to invest in development to reduce turnover and improve engagement among these critical personnel.

Solution: DexKo partnered with Dion Leadership to design a comprehensive six-month program addressing key competencies for frontline leaders. The program covered topics from self-awareness to managing change, using assessments (DiSC Management, DiSC Productive Conflict, and Change Style Indicator) and scenario-based learning.

Implementation: The program was delivered as a combination of in-person and virtual sessions to reach 41 locations. Leaders received training one day per month for six months, focusing on practical application. DexKo created PowerBI tracking reports to monitor completion and ensured managers had follow-up conversations with participants.

Meaurable Benefits: DexKo achieved a 7.4% reduction in turnover (from 18.4% to 10.8%) and a 4.5% increase in engagement (from 64% to 68.5%) among production supervisors. Participant satisfaction was extremely high, with scores ranging from 88% to 100% agreement on effectiveness measures.

Read the full case study here.

From Factory Floor to Future-Ready

Overview: Electrolux Group, a global household appliance manufacturer with 45,000 employees, operates in multiple regions including Europe, Asia Pacific, Middle East & Africa, North America, and South America.

Situational Context: Following years of mergers and acquisitions, Electrolux found itself in the midst of a consumer-centric transformation, shifting from business-to-business to a business-to-consumer model against a backdrop of volatility in raw material costs and supply chain challenges.

Challenge: Many experienced leaders who had guided the company through decades of safety improvements were retiring, taking with them valuable knowledge on leadership practices. The company needed to train 2,400 frontline leaders (approximately 70% of white-collar people leaders) across 41 global locations with zero budget.

Solution: Electrolux created its first global leadership development program using an internally developed curriculum. The program consisted of three modules (Leading Myself, Leading Others, and Applying My Skills) delivered over 22 weeks. Each module featured "learning loops" consisting of individual pre-work, experience-based workshops, individual application, and peer coaching.

Implementation: The program was designed and delivered by internal L&D staff and subject matter experts, eliminating dependency on costly external vendors. A robust buy-in strategy secured commitment from HR executives to allocate internal resources for facilitation and delivery, enabling training without external budget.

Meaurable Benefits: The initiative increased development plan submissions from 52% to 73% among team members of participating leaders. It also accelerated succession planning and leadership development through a data-driven approach, with comprehensive feedback showing strong program satisfaction.

Read the full case study here.

Branch Manager Development

Overview: Established in 1987, Geojit Financial Services is a leading Indian investment services company with over 2,900 employees, 503 branches and approximately 1.39 million clients with assets under custody and management.

Situational Context: Operating in a rapidly changing financial services industry, Geojit needed to ensure its branch managers could adapt to market volatility, increasing competition, regulatory changes, and technological advancements while maintaining a dual focus on both sales and service.

Challenge: Branch managers needed to understand industry changes and guide their teams through change management. They needed to develop deeper customer relationships and shift from pure transactional interactions to more comprehensive financial advisory approaches. Many managers struggled to balance sales and service priorities and lacked tools to identify and address performance issues.

Solution: A two-phase development program was designed for Branch Managers (BMs). Phase 1 consisted of 1.5 hours of self-paced microlearning divided into four modules: Execution Focus, People Focus, Customer Focus, and Market Focus. Phase 2 involved a 3-day facilitator-led workshop on the same modules with practical examples, case studies, roleplays, and discussions.

Implementation: After extensive diagnostics to identify specific needs, the program was delivered through a combination of animation videos, slideshows, case studies, group discussions, and roleplays. The content emphasized practical application, providing managers with tools, frameworks, and approaches to apply immediately in their branches.

Meaurable Benefits: 169 participants completed Phase 1, with 167 moving on to Phase 2. The program received high ratings: 4.82/5 average design score, 4.88/5 average facilitation score, and 4.85/5 overall score. Stakeholder surveys found 47% reported marked team improvement post-training, 50% saw improvement to some extent, and 44% noted significant progress in team management capabilities.

Read the full case study here.

Future Fit People Manager Program

Overview: HSBC Global Service Centers and Technology serves as the foundation for HSBC, providing essential support across technology, operations, and key business services for global businesses across 53 countries with approximately 70,000 employees.

Situational Context: HSBC implemented a Bank-Wide Operations Transformation affecting 70,000 employees in seven countries. The organization transitioned from brick-and-mortar operations to a predominantly remote workforce (80%), which required new leadership approaches.

Challenge: Leaders needed to adapt management styles to maintain productivity and engagement in virtual environments. The organization needed to develop skills in digital collaboration, virtual team management, and remote engagement strategies to maintain connection to HSBC's values and mission.

Solution: HSBC created the Future Fit People Manager (FFPM) program with three key components:

- LEAD: Foundations — Auto-enrolled program for new and recently promoted leaders.
- LEAD: Skills for Success — Self-paced online cohort program over eight weeks.
- LEAD: Accelerators — Blended self-paced eLearning with follow-up virtual instructor-led sessions.

Implementation: The program was deployed using a design thinking approach across five domains: Operations Acumen, People Leadership, Commercial Acumen, Transformation Acumen, and Risk Acumen. Content was delivered through multiple modalities including virtual instructor-led training, self-paced learning, assessments, and social learning.

Meaurable Benefits: People leader retention improved from 90% to 96%, with 231 leaders graduating with a 90% completion rate. Program effectiveness ratings ranged from 93-99% with Net Promoter Scores of 67-82 across different program components.

Read the full case study here.

ICICI Lombard and Chrysalis HRD

Overview: ICICI Lombard is among India's leading general insurance companies with over 14,000 employees, established in 2001 and headquartered in Mumbai.

Situational Context: Operating in a dynamic insurance landscape, ICICI Lombard recognized frontline leaders as critical to achieving business objectives. The company needed to optimize its leadership development approach to suit a hybrid work environment.

Challenge: Previously focused on knowledge enhancement through their Code Orange, Maroon, and Maroon+ programs, ICICI Lombard identified a gap in people management capabilities for first-time managers. These managers needed to transition from individual contributors to team leaders, requiring new competencies for managing team dynamics and organizational processes.

Solution: The "People Edge 2023" program was created to equip first-time managers with essential leadership skills. The program focused on four areas: Role Transition (from 'I' to 'We'), Team Understanding, High Trust Team Building, and Performance Management. The program utilized a blended approach combining orientation videos, pre-assessments, group discussions, experiential workshops, online simulations, and post-assessments.

Implementation: The program deployed a 180-degree feedback mechanism from both managers and team members. A six-month developmental journey allowed participants to focus on their role as managers, team dynamics, customer relationships, and business operations. Learning was reinforced through experiential workshops with real-world scenarios and practical applications.

Meaurable Benefits: The program achieved 86.67% completion across 60 participants, with 48 managers completing pre-assessments. The overall intervention received a 4.87/5 rating, with stakeholders reporting significant improvements in leadership capability, enhanced succession planning, and stronger employee retention.

Read the full case study here.

MPower Program

Overview: KPMG Global Services (KGS) India works with over 80+ KPMG firms globally, providing Advisory, Tax and Audit support services with approximately 22,000 employees.

Situational Context: KGS recognized that frontline leaders significantly impact employee engagement and development to achieve business results and needed to possess the necessary mindset and skills to navigate dynamic environments effectively.

Challenge: The Learning & Development team identified several focus areas for managers including: facilitating continuous learning, identifying collaborative opportunities, applying creative thinking, increasing performance through coaching, building operational acumen, and exhibiting accountability.

Solution: The "MPower" program was developed as a comprehensive learning journey for managers, focusing on three pillars: Invest (self-development), Inspire (team management), and Impact (business and commercial acumen). The program was customized for two audiences: First-time Managers and Performing Managers.

Implementation: MPower included an eight-week immersive journey with classroom training, simulations, webinars, and application-based engagement. The program utilized "Y.O.D.A." (Your On-Demand Ally) to engage participants through a mobile app that offered daily learning nudges and scenario-based learning for eight weeks.

Meaurable Benefits: The program showed significant behavioral improvements across all leadership competencies. Among first-time managers, 65% achieved personal mastery and 51% developed their team management skills. For performing managers, 82% achieved personal mastery and 78% developed their team management skills. Participants successfully implemented learnings in areas such as stakeholder conversations, team performance, and talent retention.

Read the full case study here.

"Big Box Game" Drives ROI and Internal Promotions

Overview: Founded in 1973, Landmark Group has grown from a single store in Bahrain to a global retail and hospitality conglomerate with over 2,200 outlets and 48,000 employees across the GCC, Middle East, India, Southeast Asia, and Africa.

Situational Context: In Oman, the company faced stringent nationalization requirements amid shifting labor market policies, with the government emphasizing the development of local talent to reduce dependency on expatriate workers.

Challenge: The organization needed to ensure its top-performing stores (Big Box Stores) had skilled leaders who could maintain high performance levels while meeting nationalization requirements. Finding experienced national talent for supervisory and management roles was difficult, with candidates demanding higher wages, avoiding shift work, or preferring government jobs.

Solution: The "Big Box Game" program was designed to develop both current frontline leaders and high-potential talent. The comprehensive six-month program focused on four key areas: Self, Team, Customer, and Business. It combined behavioral workshops and data-focused training with mentoring support and action planning.

Implementation: The program utilized DISC profile assessments and a structured blended learning approach. Line managers and mentors were actively involved through a digital platform (PushFar) that facilitated regular interactions, while participants developed individualized action plans tied to business metrics. Mentors spent over 2,500 hours guiding participants, with 109 smaller goals set and 97 completed.

Meaurable Benefits: The program achieved a 78% completion rate, with 86% of participants becoming certified. It delivered a 162% ROI through internal promotions that saved recruitment costs, with participating stores seeing a 3% growth in Average Transaction Value and improved shrinkage control. The program's success led to its expansion, with 33 additional leaders (including high-potential talent) nominated for the next cohort.

Read the full case study here.

En Route Leadership Program

Overview: Marriott International is a global hospitality company with 377,000 employees and more than 800,000 wearing a Marriott name badge globally.

Situational Context: Emerging from the pandemic, Marriott faced increased staff turnover and less experienced managers, while its pre-pandemic leadership programming was elective-driven, inconsistent in models used, and reached less than 10% of managers.

Challenge: Marriott needed to broaden scale and accessibility to leadership development, create a cohesive global leadership culture, build new leader capabilities faster, and provide standardized leadership development across properties and geographies.

Solution: Marriott created a global, foundational leadership journey based on three core leadership essentials: Be Curious, Be Connected, and Be Courageous. This approach included the "En Route" brand of leadership courses with a blended learning approach to break learning into smaller, consumable chunks enabling application, practice, and feedback loops.

Implementation: The program utilized NovoEd's platform for participants to review information, complete assignments, hold discussions, submit assignments, record practice videos, provide peer feedback, collaborate in learning circles, and engage with facilitators. In 2023, Marriott launched two programs (Embark and Envision) and expanded in 2024 with Evolve for department heads.

Meaurable Benefits: The program achieved five times more scalability than previous leadership programs, with over 15,000 frontline leaders completing an En Route program. Leadership index scores were five points higher than Global Best Employer benchmarks. In 2023, Marriott reached 8,800 leaders (compared to 3,900 in their highest pre-program year). Additionally, 92% of associates called the company a "Great Place to Work" — seven points higher than pre-pandemic.

Read the full case study here.

Ness Digital Engineering's Catalyst Program

Overview: Ness Digital Engineering delivers digital platforms and enterprise software development with 3,500+ employees across 18 innovation hubs in North America, Europe, and India.

Situational Context: Ness identified the need to build strong frontline leaders internally from individual contributors with high potential, reducing reliance on external hiring for leadership positions.

Challenge: Individual star performers were promoted to leadership positions without sufficient orientation or development. First-time leaders lacked skills in team nurturing, providing feedback, and career development planning, often focusing only on deliverables while neglecting team development.

Solution: Ness created the Catalyst program, a comprehensive leadership development journey with three modules (called crackathons):

- Crackathon 1: Managing Stakeholders — Engineering mindset, trust building, and project management.
- Crackathon 2: Managing Self and Teams — Self-awareness, motivation, and team development.
- Crackathon 3: Managing Clients & Business — Creative problem solving and customer relationship management.

Implementation: The program used a multi-modal approach including leadership huddles, subject matter expert Q&A sessions, video-based learning, social learning, and assessments. Line managers were engaged throughout the program with progress updates and feedback mechanisms.

Meaurable Benefits: 64% of participants showed performance rating improvement by one level, with 43% nominated for promotions. External hiring costs for leadership positions were reduced by 16.5%. Customer satisfaction improved from 3.8 to 4.2, and 95% of participants reported the content design was appropriate for their needs.

Read the full case study here.

sanofi

Leadership Hacks Program

Overview: Sanofi is a global pharmaceutical company with 90,000 employees across approximately 100 countries.

Situational Context: In 2020, Sanofi's Chief Digital Officer spearheaded an organizational and cultural transformation, elevating Digital as a core business capability. By 2022, Sanofi was redesigning its organization to become a digital capabilities industry leader.

Challenge: Within the Digital division, middle managers struggled to align with agile priorities due to a lack of shared management tools and methods. The organization needed to strengthen managers' ability to demonstrate Sanofi's four "Play to Win" behaviors: Think "Sanofi First," Act for Patients & Customers, Take Action, and Stretch.

Solution: The "Leadership Hacks" program was designed to enhance leadership skills through monthly "hacks" delivered over an 18-month period. Each hack included 70/20/10 (Education, Exposure, Experience) elements of learning and was timed to coincide with "moments that matter" to ensure immediate application.

Implementation: The program involved 500 digital managers organized into 107 diverse "squads" of 4-6 leaders each. Each month, squads elected a facilitator who led a 90-minute session featuring role-playing, mutual teaching, and discussions. The program culminated with self-assessments and on-the-job application activities with direct reports.

Meaurable Benefits: The program achieved a 93% completion rate and a Net Promoter Score of 37. Post-program, 95% of participants reported successfully integrating their learnings at work, with an average rating of 3.7 out of 5 for improved leadership capabilities. The Digital team saw a 9-point gain in "Play to Win" behaviors (compared to a 6-point company average), demonstrating the program's positive impact on managerial behaviors.

Read the full case study here.

Weyerhaeuser

Safety Leadership Excellence

Overview: Weyerhaeuser is a leading global forest products manufacturer with 9,300 employees across the US and Canada.

Situational Context: The company has a well-established safety journey spanning decades, evolving from implementation of standard safety processes to focused prevention of Serious Injuries and Fatalities (SIFs).

Challenge: With experienced safety leaders retiring, Weyerhaeuser needed to train new leaders on the company's safety commitment and equip them with skills for conducting meaningful safety conversations with employees and contractors.

Solution: Weyerhaeuser contracted Infopro Learning to design a modular, role-based safety training curriculum that aligned with the company's Safety Vision. The program included a media-rich web-based training module on safety history and tools, plus 12 different scenario-based modules specific to different roles (wood products manufacturing, timberlands employees, and timberlands contractors).

Implementation: The training was deployed in a cascading manner, with higher-level leaders receiving training first to prepare them for follow-up conversations with frontline leaders. PowerBI tracking reports monitored completion, and email communications from senior vice presidents emphasized the importance of the program.

Meaurable Benefits: The program achieved over 90% completion rates across both business units. While long-term safety performance metrics were not yet available due to recent deployment, initial feedback was highly positive, with participants praising the relevance of real-life scenarios and the practical value of "pro tips."

Read the full case study here.

Leadership Development Ecosystem

Overview: WP Engine is a technology company providing managed WordPress hosting for over 185,000 customers worldwide, with 1,000+ employees across North America, Europe, Asia, Australia, and the Middle East.

Situational Context: In 2022, WP Engine was a successful late-stage startup where managers were technically skilled, but the organization's rapid growth had emphasized day-to-day performance over leadership development, often placing new managers into roles without ample training.

Challenge: WP Engine needed to bridge the skills gap for leaders transitioning from technical to managerial positions while sustaining its internal promotion culture and nurturing employees' professional growth, all with limited L&D resources.

Solution: WP Engine partnered with Abilitie to create four management training programs tailored to different experience levels: Emerging Leader Program, Accelerate Bootcamp, Elevate, and Leading Organizational Change. Each program incorporated self-awareness training, case studies with real-world applications, and game-based simulations to practice real business scenarios.

Implementation: The programs were made exclusive, with participation limited to high performers nominated by functional leads. This approach created prestige around training and drove demand across all departments. The invite-only setup simplified enrollment and created a "fear of missing out" that immediately increased program demand.

Meaurable Benefits: Over three years, more than 200 employees participated in the programs, achieving a 90+ Net Promoter Score. Approximately 50% of Emerging Leaders program participants advanced to management positions, and existing managers received better year-over-year ratings from their teams. The programs contributed to improvements in retention, engagement, and internal recruiting, creating a cultural shift where employees actively seek development opportunities.

Read the full case study here.

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ABOUT BRANDON HALL GROUP™

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