

Personal Leadership Effectiveness I & II

The Client: Groups Benefit Company

Customer Service Account Managers in the Toronto and Montreal offices needed to be more strategic about building credibility in their leadership positions.

The Customized Personal Brand Program

We started by having discussions with the Director of Customer Service to understand her objectives and those of the organizations. We reviewed the other training programs being delivered to tie-in and complement what was already being done.

The first program was devoted to helping the Managers define their personal brands. The second program focused on sharing personal brand stories, learning the behaviour to act in alignment with their brands as well as how to use their brands to build a stronger team dynamic. One-on-one coaching was included for the high potentials in the group.

The Benefit

Each Account Manager in the Customer Service Department became a stronger, more self aware member of the team. They learned the importance of owning their personal brand, how to establish their credibility as leaders and positively influence their audience (customers, peers and management) to achieve their desired results. There was such a buzz created in the company that there was a request for two participants to give a very quick overview of the session at the company management offsite meeting the following day. They agreed that it tied in beautifully with the corporate initiative around diversity and inclusion. There was an atmosphere of trust and encouragement that helped them see a better way to lead that was effortless.