



Challenge

ASICS's vision of the future is to help the world live uplifted through sport to reinforce their founding principle of "A Sound Mind in a Sound Body." They understand that creating healthy change requires a mental change as much as it does a physical one. Their journey towards healthy change started within their own organization.

Due to the working and learning environments quickly evolving throughout the pandemic, ASICS North America (N.A.) saw a need to support leadership development at every level. From front-line individual contributors and mid-level managers to the executive leadership team, ASICS wanted to offer development opportunities to create synergy and a common language amongst employees. With a newly

implemented flexible work environment, not only did they need leadership development at scale, they needed multiple delivery options and fast.

Solution

Firstly, ASICS N.A. partnered with FranklinCovey to bring *Unconscious Bias* and *The 6 Critical Practices for Leading a Team™* to all their leaders. Later implementing All Access Pass® (AAP), ASICS brought personal learning journeys through On Demand content. Whether employees were working from home, in the office, or a hybrid of both, they now had access to all FranklinCovey content at their fingertips.

The ASICS Academy Development Programs are designed to help grow

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– Ashley Dyson, Manager, Diversity & Inclusion

and enhance the skills and abilities needed across each level of their organization. The overarching objectives would help participants excel in their current position and help prepare them for future growth opportunities. By partnering with FranklinCovey, ASICS N.A. crafted learning journeys for different levels of leadership and developed Leadership Effectiveness Goals that outlined expectations such as holding regular one-on-ones and promoting diversity and inclusion. These programs allowed ASICS N.A. to create a common language around leadership and career development that everyone understood.

Through reimagining the learning environment, ASICS N.A. put into place a flipped-classroom approach that incorporated AAP On Demand content. Meanwhile, FranklinCovey facilitators and consultants are used for keynotes and group sessions to discuss and workshop the material. Across the various programs within ASICS Academy, participants spent up to five hours per month on leadership development through a combination of On Demand and Live-Online learning experiences.

Meanwhile, FranklinCovey facilitators and consultants are used for keynotes and group sessions to discuss and workshop the material. Participants were challenged to reexamine their paradigms with precision and change how they support and see each member of their team.



The FranklinCovey All Access Pass® allows you to expand your reach, achieve your business objectives, and sustainably impact performance with unlimited access to FranklinCovey content. The pass comes complete with tools, assessments, videos, digital learning modules, and all of FranklinCovey's training courses—available Live-Online, On Demand, and Live In-Person.

For more information, contact your FranklinCovey client partner at 888-868-1776.

Results

The ASICS Academy programs ended with 95 percent participant retention, which was a 53% increase from programs run before 2020. In a post-program survey, 100 percent of participants agreed it was a good use of their time and felt that their leadership skills had improved as a result of the program.

FranklinCovey content and the carefully crafted learning journeys brought the best to ASICS N.A.'s people. Amy Miller, Director, Talent Planning & Development, said, "Jhana has been extremely helpful. If we have a need, we know Jhana will have something! The learner experience is intuitive, the topics are easy to find, and the solutions are directly applicable to the learner's needs. We're constantly using it, especially in our career and leadership development programs."

In addition, ASICS N.A. has seen a nearly 10 percent increase in employee engagement and D&I impact with their organization from 2019 to 2021. With their concerns of reaching every level in their organization addressed, ASICS has seen leaders and employees more aligned, connected, and supported through the ongoing evolutions of the working environment. Ashley Dyson, Manager, Diversity & Inclusion, commented, "You can hear everyone speaking the same language. It is working!"

ASICS N.A. is now in its third year partnering with FranklinCovey and is eager to continue this upward trajectory toward a culture of leadership development and inclusion.



Industry

Retail

Number of Employees

2,000

Opportunity

ASICS N.A. understands that creating healthy change requires a mental change as much as it does a physical one. They saw a great need for leadership development at every level as the pandemic quickly changed the way of working and connecting with learners. They enlisted FranklinCovey's help to develop a common language and culture of leadership development and inclusion.

Solution

- FranklinCovey All Access Pass®
- *The 5 Choices to Extraordinary Productivity*®
- *The 6 Critical Practices for Leading a Team*™
- *Jhana*®
- *Multipliers*®: *How the Best Leaders Ignite Everyone's Intelligence*
- *Speed of Trust*® *Foundations*
- *Unconscious Bias: Understanding Bias to Unleash Potential*™

About

ASICS helps the world live uplifted through sport to reinforce their founding principle of "A Sound Mind in a Sound Body." They continue to utilize the intelligent sports technology they have developed over years and continue to offer environmentally friendly and sustainable goods and services that will be both enjoyed and trusted by all sports lovers and ASICS stakeholders.

