

# Consumer Goods:



A global consumer-goods giant maximized their L&D investment when budgets were shrinking.



## Challenge

For almost the first time in their history, a global consumer-goods giant faced quarter after quarter of declining revenue and layoffs. In this environment, a survey of their leaders found that trust—one of their most highly valued behaviors—was declining rapidly. The CEO tapped the leadership and development team to create a new initiative to strengthen trust within a leadership-development program.

The initial result was a complex three-month program delivered virtually to leaders around the world. The *Speed of Trust*<sup>®</sup> and *The 7 Habits for Managers*<sup>®</sup> were major components, but other vendors of varying cost

and quality were peppered in. The L&D team needed to streamline content, as well as reduce costs, while maintaining—and even exceeding—their quality standards.

## Solution

The client began with an initial program around *The Speed of Trust*<sup>®</sup> for their leadership development, but soon leveraged many of the assets within the FranklinCovey All Access Pass<sup>®</sup> at no extra cost. With the FranklinCovey LiveClicks<sup>®</sup> platform, the client delivered high-quality webinars for their worldwide staff and further reduced costs by printing their own participant materials.

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Because of the All Access Pass<sup>®</sup>, the client can nimbly address local needs that arise outside of their central leadership-development program. The client delivers content in nine languages...

## Results

The client essentially brought in FranklinCovey to act as an extension of their L&D team. As a result, the client increased quality and decreased costs by replacing almost all of the scattershot material with All Access Pass® content, including more content areas, eLearning, Jhana articles, virtual training, and assessments.

Because of the All Access Pass®, the client can nimbly address local needs that arise outside of their central leadership-development program. The client delivers content in nine languages, has replaced their webinar technology with the superior LiveClicks platform, and earns off-the-charts participant feedback—all with a shrinking budget.

### Industry

Consumer Goods

### Number of Employees

10,0001+

### Opportunity

A company's rapidly declining trust was restored through FranklinCovey's All Access Pass® and LikeClicks platform.

### Solutions:

- The FranklinCovey All Access Pass®
- *The Speed of Trust*®
- *The 7 Habits for Managers*®
- *FranklinCovey InSights*®
- *FranklinCovey Excelerators*®
- *Jhana*
- *LiveClicks*® Webinars



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.

