



## Challenge

Ferguson uncovered the need to instill knowledge around inclusion and diversity across their distributed workforce. The goal was to have everyone speaking the same language and increase self-awareness and self-reflection concerning bias—how they view the world and how they view each other. Ferguson wanted leaders to hone their leadership skills and build stronger teams.

Ferguson was seeking a partner to help curate relevant and researched content in a way that's easy for learners to consume. With various teams needing access to training, it was important to have a variety of delivery modalities and course-length options.

## Solution

Ferguson partnered with FranklinCovey to deploy *Unconscious Bias: Understanding Bias to Unleash Potential™* across 31,000+ associates. The Unconscious Bias course taught their team concepts including identifying bias, cultivating meaningful connections with others, and choosing courage to make real change.

Over five hundred leaders participated in Live-Online sessions, while others learned through bite-size and On Demand sessions. The On Demand learning made it easy to expand awareness while allowing the team to learn within their busy schedule. No associate was sold short; the modality meets them exactly where they were.

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The team is creating a common language that promotes diversity of thought and provides a framework to embrace their associates' distinct voices. Leaders are stronger because they are implementing the knowledge and skills they've gained into their daily activities.

FranklinCovey's vast All Access Pass® library allowed Ferguson to identify and tailor content to meet their current needs. Certain courses are strongly recommended, while the remainder of the content is available for the team to access for self-development at any time. Their associates can now determine what they're looking for and dive into what is needed.

Many Ferguson leaders utilize *Jhana*®—just-in-time bite-size learning—to support their real-time business needs such as development conversations, effective 1-on-1 meetings, and managing performance. Ferguson gamified *Jhana* through a 21-day challenge to further help with application and sustainment. Leaders accessed *Jhana* daily, identified and learned from an article, then shared it with their team. The team found *Jhana* intuitive and easy to adopt for real-time learning. And a bonus was that *Jhana* released new articles every week.

## Results

There has been an outstanding 97 percent completion in Unconscious Bias by Ferguson's top leaders, who are now focused on sustainment, reinforcement, and keeping conversations going. All 31,000+ associates have access to the Unconscious Bias training as well.

One Ferguson associate comments, "The training has really good examples of how to open your mind to different thoughts, rather than your own conventional thinking."

Over 3,000 Ferguson associates are participating in the four business resource groups since they launched. Unconscious Bias has helped the groups identify additional developmental needs, including how to choose courage and have difficult conversations.

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## About

Ferguson raises the bar for industry standards as the largest value-added wholesaler of commercial and residential plumbing supplies. Their expertise goes beyond plumbing: They're a diverse distributor spanning multiple businesses including HVAC/R, waterworks, and industrial. For nearly 70 years, they've grown from a local distributor to a 22.8-billion-dollar company with 1,600+ locations and 31,000+ associates nationwide. In a world that grows increasingly more complicated, Ferguson associates have the knowledge, expertise, and technology to structure projects for success. Together with their customers, Ferguson helps build the shape of things to come—They build the world we all want—They build the change we all need. For more information about Ferguson, please visit their website.



## Industry

Wholesale

## Website

[www.fergusonplc.com](http://www.fergusonplc.com)

## Number of Associates

31,000+

## Opportunity

Ferguson is focused on developing their organization and increasing awareness of Inclusion and Diversity initiatives. With the help of FranklinCovey's All Access Pass, they are developing stronger teams, breaking down barriers, and creating a common language.

## Solution

- *FranklinCovey All Access Pass*®
- *Jhana*®
- *Unconscious Bias: Understanding Bias to Unleash Potential*™
- *What the CEO Wants You to Know: Building Business Acumen*™
- *Leading at the Speed of Trust*®
- *Project Management Essentials for the Unofficial Project Manager*®
- *Multipliers*®: *How the Best Leaders Ignite Everyone's Intelligence*



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.

