



An expanding tech company manages growing pains with the FranklinCovey All Access Pass®.



## Challenge

A leading software company was growing aggressively through acquisitions. One of their teams had already used *The 7 Habits of Highly Effective People*® to improve communication, meet deadlines more quickly, and increase innovation, but the organizations they were acquiring weren't as healthy. Their challenge was to assimilate newly acquired organizations into a healthy existing culture.

## Solution

The client began delivering *The 7 Habits* during the first week of every merger. Now as they acquire new organizations, they can immediately establish a common language around their values: "At our organization, this

is how we treat each other." Once this client moved to the FranklinCovey All Access Pass®, they used the content to deal with a variety of other needs:

- **Increase Sales.** The sales leadership believed that they could increase the dollar amount per sale by moving clients to a single point of contact, a trusted advisor who would demonstrate the added value of bundled services. This new strategy required sales specialists to become generalists, and technical specialists to begin selling. Based on their success with *The 7 Habits*, they reached out to FranklinCovey and developed a process to shift the team's mindset using their sales-training content: *Qualifying Opportunities*®, *Filling Your Pipeline*®, and *Closing the Sale*®.

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- **Multi-language Solutions.** This client had an existing program around executive presence and presentation skills, but wasn't able to deliver it in Russian and Polish. The client leveraged the translated core content in their All Access Pass for this global remote-learning need.
- **Emerging Leaders.** To develop future leaders, the client wanted a common framework about great leadership, with a focus on principles, character, and mindset. Using FranklinCovey's leadership content in the All Access Pass, they created a program in a variety of modalities for their global audience. After their training, participants stay engaged using FranklinCovey *InSights*®—short, video-based eLearning modules—over the following year. Emerging leaders around the world learn the same message, the same way, with the same framework about what great leaders do.
- **Executive Coaching.** During a time of significant leadership transition, the client needed to acclimate people to their new roles as rapidly as possible. They selected FranklinCovey coaching to help leaders assess their new teams and get up and running quickly.

## Results

This fast-growing tech company uses a wide-variety of content found in the FranklinCovey All Access Pass to maintain their healthy culture during mergers and acquisitions. They have a global solution to meet the needs of all learners, and have currently trained more than 4,000 people. More than sixty percent of participants in their emerging leaders program have been promoted.

## Industry

Technology

## Number of Employees

1,000–5,000

## Opportunity

A leading software company improves communication, sales, and leadership of newly acquired organizations.

## Solution

- The FranklinCovey All Access Pass®
- *The 7 Habits of Highly Effective People*®
- *Qualifying Opportunities*®
- *Filling Your Pipeline*®
- *Closing the Sale*®
- FranklinCovey *InSights*®
- FranklinCovey Coaching



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.

