

Taylor Corporation

Filling a Leadership Development Gap and Empowering Employees



Challenge

Taylor Corporation empowers businesses to build memorable brands. Taylor found itself looking to address a leadership development gap and sought to invest more time and attention into employee attraction, retention, and engagement. Inspired by a core purpose of “creating opportunity and security for employees,” Taylor wanted its employees to know that they are the company’s most important assets. It was time for Taylor to secure a trusted partner with the content, people, and technology to transform and empower leaders.

Solution

Taylor partnered with FranklinCovey to bring their leadership development ideas to life. Through a blending of *The 6 Critical Practices for Leading a Team™* and their internal content, Taylor created a leadership development program designed to engage and retain talent.

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—Deanna Brandes,
Manager of Learning and
Performance at Taylor

Taylor called their blended program the Frontline Leader Certification, which focused on developing their frontline leaders. 75% of all Taylor's people leaders are frontline leaders who directly manage 84% of all employees. The goal was to train frontline leaders with the intention that, as they grew and developed, their strength would positively impact all Taylor employees. This, in turn, would ultimately make Taylor a better place to work.

With facilitators, videos, articles, and other tools, the Frontline Leader Certification program offered many ways to learn. One strategy they adopted was the manager teach-back. As participants went through the program, they returned to their managers and "taught back" what they had learned. Taylor executives were thrilled to see a positive impact right away. Managers learned from their direct reports, and frontline leaders retained important information.

Results

At the start of their program, Taylor set a baseline Net Promoter Score goal of 60 by the end of the first year. Through these efforts, they ended the year with a score of 70. Of the 327 frontline leaders participating in their program, all but five completed the training. Overall, participants gave *The 6 Critical Practices* a 90% satisfaction rating.



One surprising outcome from this training was the increase in 1-on-1s frontline leaders had with direct reports. *The 6 Critical Practices* teach that in order to increase employee engagement, deepen understanding of your employees, and help them solve problems, 1-on-1s need to be more than a status report. They need to be a conversation. Through Taylor's Frontline Leader Certification, 1-on-1s are a priority among their teams. One participant said, "It feels good that the company is investing in me and values what I do!"

In the coming years, Taylor plans to train all 775 frontline leaders in a total of 35 cohorts. They're currently exploring other FranklinCovey content to add to their program and utilizing the FranklinCovey Impact Platform—the easiest, most effective way to generate behavior change at scale. Moving forward, Taylor will measure how these programs affect retention and mobility throughout the company.



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.

Industry

Brand Management

Number of Employees

10,000

Opportunity

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About

Taylor empowers businesses to build memorable brands. They sustainably provide customer communication products, services, and technologies for the world's most recognizable brands.

Solution

The 6 Critical Practices for Leading a Team™

