



Challenge

ODW Logistics sought to empower their managers by designing leadership development opportunities. They started asking, "What does good leadership mean for us?" and found the question to be more complicated than they originally thought. They knew their leadership programs needed to be execution-driven, results-oriented, and intellectually engaging.

Solution

ODW Logistics partnered with FranklinCovey for their timeless content and team of experts. Working with client partners and implementation strategists, ODW

Logistics created three leadership development programs: Elevate, Energize, and Enlighten.

- **Elevate** is a 3-month learning journey designed to equip frontline leaders with the essential skills and tools to get work done with and through other people by utilizing *The 6 Critical Practices for Leading a Team™*.
- **Energize** is a 6-month learning journey designed to equip mid/senior-level leaders with the essential skills and tools to lead high potential teams through vision and strategy utilizing *The 4 Essential Roles of Leadership®*.

Continued on back page>



FranklinCovey's content is all connected. It all comes back to leadership mindsets and paradigms. And it always connects the dots on why this is meaningful."

– Jill Spohn, ODW Logistics' Leadership Development Manager

- **Enlighten** is a 12-month high potential learning journey designed to accelerate promotional readiness and enhance the growth mindset of participants.

All of the programs are a hybrid of FranklinCovey consultant-led and in-house facilitated sessions, assessments, eLearning, and reinforcements.

94% of survey respondents agreed or strongly agreed that the training was relevant, practical, and applicable.

While partnering with FranklinCovey, ODW Logistics discovered that results—the what—are only a small piece of the leadership puzzle. Behaviors and competencies—the how—are equally important. “It’s about being more intentional and thoughtful in the development of our leadership teams,” said Jill Spohn, ODW Logistics’ Leadership Development Manager.

Results

Over time, ODW Logistics watched the company culture change. They saw a dramatic increase in retention and engagement among their people over the last year. **Pre- and post-program assessments measured an 18%**

skills improvement in participants. Alongside this, they experienced a strong adoption of the FranklinCovey All Access Pass®, reaching ongoing quarterly engagement levels that exceeded expectations.

Leaders throughout ODW Logistics have adopted the importance of measurement and accountability towards people metrics—calling them “People Review Days.” Despite busy warehouse schedules, leaders have evolved from quick “drive-bys” to more structured 1-on-1s with associates. These check-ins have transformed from weekly progress reports to meaningful conversations. Over time, leaders shifted their mindsets from “the what” to “the how.”

At the end of this year, 95% of ODW Logistics people leaders will have completed these programs. And 94% of survey respondents agreed or strongly agreed that the training was relevant, practical, and applicable. Following these programs, ODW Logistics is looking to expand their programs to other areas like *Unconscious Bias: Understanding Bias to Unleash Potential™*, *The 7 Habits of Highly Effective People®*, and *Project Management for the Unofficial Project Manager™*. Spohn said, “FranklinCovey’s content is all connected. It all comes back to leadership mindsets and paradigms. And it always connects the dots on why this is meaningful.”



Website
www.odwlogistics.com

Industry
Logistics & Transportation

Number of Employees
1,500

Results
Over the last year, ODW has seen increased retention and engagement among their people. Pre and post-program assessments measure an 18% skills improvement in program participants.

- Solutions**
- *The 6 Critical Practices for Leading a Team™*
 - *The 4 Essential Roles of Leadership®*
 - FranklinCovey All Access Pass®

About
ODW Logistics is a third-party logistics provider specializing in integrated logistics solutions. With their values of Respect, Trust, Team, and Opportunity, ODW Logistics sought to empower their managers by developing growth opportunities and leadership development experiences.



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