



Investing \$1M in people leadership

Problem Statement

There wasn't enough time or training devoted to building people leadership skills. Managers didn't feel recognized for their contributions. On top of that, associates thought the LT talked about people leadership but actions didn't reflect a real commitment.

How do you upskill people leaders quickly?

Actions taken

- Publicly committed to \$1M investment in people leadership
- Provided coach training to every people leader in the organization
- Spoke about leadership broadly (not just for people managers)
- Taught leaders to speak with vulnerability about their own leadership stories
- Commissioned leadership blogs within and outside the organization
- Rolled out an in-depth curriculum for senior people leaders
- Held people leadership headline event at a major venue in the DC area
- Got an admin on stage to speak about leading as a non-manager

Outcomes

- Sentiment shifted - associates believed people leadership was a true priority
- Coach training was wildly successful - managers put new skills to use immediately
- People leadership was a factor in talent & performance convos
- Curriculum adopted and rolled out across broader org
- Headline event made a mark - people referred to it years later
- Leaders continued to explore authenticity and vulnerability



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