

EMPLOYING ASSESSMENTS TO DEVELOP FUTURE LEADERS

CLIENT:

A publicly traded, \$400+-million, leading integrated global media and entertainment company with operating content in the United States and around the world.

CHALLENGE:

After multiple changes internally and an acquisition of a smaller media business, the executive vice president of sales wanted to invest in the development of his sales leaders. He wanted to reward them, maintain their engagement as star performers and prepare them for the next level of leadership.

SOLUTION:

ICC partnered with organizational leaders to develop rapport, explain the process and clarify the expectations of the assessments for ongoing improvement. Through an assessment phase, including a 360-degree quantitative instrument, the ICC coach gathered information on career strengths, limitations, motivators, values and interests. Once all the information was collected, each company leader received an extensive debrief of his or her feedback results. Each leader was then provided the opportunity to meet with an ICC coach to: create a thorough action plan that included both immediate and long-term goals; develop a communication presentation for their immediate bosses, peers and teams; and finally identify resources to support change and ongoing improvement.

RESULTS:

ICC was able to deliver the highest quality of solutions to the organization, which aided in its creation of a long-term strategy of rewards, recognition and development to maximize leaders' potential in a sustainable organization. The assessments were so successful that ICC continues to provide ongoing assessments and coaching for individual leaders within the company.