

CLIENT: ONE OF NORTH AMERICA'S LEADING PET CARE COMPANIES



Client Request

- Enhance innovation to continue to “stay on top”

Audience

- All 7,000 employees, from senior executives to factory workers

Eagle’s Flight Delivered

- Custom innovation training for multiple audiences which included:
 - Two-day version for leaders with direct reports
 - Two-day employee version with focus on personal application
 - One-day sales version
 - Four hour factory manager version
 - Two hour all factory employee version

Tools Provided

- Pre-work
- Participant takeaways and tools for continued learning and application
- Self-study guide with DVD
- Design of “Innovation Room”
- Meeting room tool kits with visual aids reminding participants of key messages post-training
- Weekly reminder emails

Approach for Distributed Workforce

- Delivery in multiple locations across North America
- A condensed program, allowing for participation of remote employees while continuing to deliver key messages and concepts
- Creation of virtual meeting spaces, allowing for greater participation

Executive Involvement

- Entire executive team, including CEO, attended five days of offsite training
- Executive team embedded program messaging throughout the organization
- Video of CEO speaking about the program, its benefits to the organization, and the value placed on employees taking the time to fully engage and participate