

## CLIENT: A GLOBAL FORTUNE 500 FINANCIAL SERVICES COMPANY



### Client Request

- To be more “customer centric” both internally and externally

### Audience

- 9,000 employees, from senior leaders to frontline agents, across 54 countries

### Eagle’s Flight Delivered

- A 100% customized program designed to drive a mindset shift across the organization and enable all employees to filter their daily transactions through the lens of the customer

### Tools Provided

- Turn-key leaders kit with all materials needed for client leaders to successfully deliver three 90-minute learning modules
- Interactive participant takeaways for continued application
- Videos of CEO and senior leaders
- 12 digital reinforcement activities deployed via client LMS
- Formalized storytelling process providing employees at all levels the tools and opportunity to share their story
- Comprehensive communication and sustainment strategy
- Marketing tools to create a “buzz” and promote continued application of key learnings

### Approach for Distributed Workforce

- Client leaders across the globe trained virtually via webinar
- Translation of program materials
- Remote office solution for small groups – specialized “mini-kit” accompanied by Remote Leader’s Guide and digital participant takeaways
- Digital self-directed learning – allowing home-office workers to participate via assigned “e-learning modules”
- Self-Study Guide – designed to engage individual employees with limited access to technology

### Executive Involvement

- CEO and senior leaders actively participated in the facilitation of workshops
- Video message from the CEO and senior leaders within each program module