



CASE STUDY

Junior Management

Development program with ROI

AT A GLANCE

Initial situation customer side

An industry-leading company is faced with the question of how to optimally prepare its own junior managers for future challenging tasks. The aim is not to simply offer "learning on demand", but to combine direct business relevance with the demand for a measurable return on investment.

The entire support program must be self-supporting in terms of costs and also generate tangible benefits. In addition, the program (basic) is to be interlinked with an already running coaching program for a group of high potentials (advanced). Duration of the program: 24 months.

Project result

Over the course of the 24 months, the participants were able to qualify for challenging leadership and management tasks. The development program made a sustainable contribution to increasing identification with and loyalty to the company. At the same time, a plausible and verifiable return on investment (ROI) and a measurable benefit for the company as a whole were achieved through the implementation of strategy-relevant projects. Participation in the program also enabled the participants' supervisors to further qualify themselves with regard to their coaching role. The program thus made a credible contribution to the further development of a culture of lifelong learning.

Success factors

- Mix of training, coaching, impulse lectures, project work, independent literature study (management course)
- One strategic project per participant with added value for the company (motivating return on investment)
- Interlocking with program for group advanced with specific formative, accompanying and leading role in the project (coaching, feedback, development of management course etc.)
- Management attention: management decides on the strategy-relevant projects and accompanies the implementation (interim and final reports on learning progress and project implementation, joint evaluation day with presentation of all projects)
- Intensive support by the managers of the participants - thereby indirectly also developing these managers into coaches (supported by an appropriate introduction day)
- Consistent internal support from HR (organization, coordination, etc.)

Contact us for more details:

CEVEYCONSULTING GmbH
Pfalzhaldenweg 6 - D-72070 Tübingen
Fon +49 7071 407858-0
www.ceveyconsulting.com

