



Fortune 100 Leadership Case Study

Background

This Fortune 100 Company has more than 4,500 employees in the Dallas-Fort Worth area and more than 450 people managers. These leaders are in various organizations, reporting to a number of different functions inside and outside of Dallas-Fort Worth throughout the U.S. The local senior executive for the company was challenged with consistently bringing together all of the managers for networking and learning events.

The ILC Solution

ILC had successfully conducted a similar event in a prior year. Based on that success, ILC was asked to appropriately build on the prior event. ILC provided a turn-key solution, including discovery of the company's needs, project management of planning activities, developing and delivering the event. ILC went one step further, providing feedback of the event to the client.

Step 1: Discovery

ILC conducted a survey of a sample group of managers within the Dallas-Fort Worth area to determine the environmental challenges and receive feedback from the managers regarding what they would like to see in a networking and learning event.

Step 2: Analysis

Analysis of the survey revealed three major challenges all related to "change" that could feasibly be addressed during a half-day event.

Step 3: Event Development

ILC developed the half-day event:

1. Prerequisites: A *Harvard Business Review* article and a self-assessment on leadership climate
2. A keynote speaker focusing on leading through change
3. Three concurrent breakout sessions focused on challenges
4. A panel of senior leaders from the area to discuss their view of challenges

Step 4: Project Management

ILC provided the project management throughout the preparation phase, including:

1. Creation and validation of three detailed scenarios which depicted the current challenges
2. Creation of questions to be used during the breakout sessions to facilitate discussion
3. Preparation of the senior leaders to participate in the panel discussion
4. Regular conference calls to ensure the project was on track
5. Creation of all handouts, feedback forms, sign-in sheets, tent cards for breakout discussion

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Step 5: Event Delivery

ILC provided the event host, who served as Master of Ceremonies, announcing the agenda, introducing the speaker, moderating the panel discussion, and managing the logistics throughout the event.

Results

Feedback from the managers reflected a high level of satisfaction with the event and all components of the event. On a scale of 1 to 5 (5 being high), the event received a 4.6 rating. During the event, the senior sponsor asked ILC to manage future events for this company's managers.