

Case Study

# Early In Career Leadership Programme



**A leading FMCG company approached Simitri to develop a regional blended learning solution for early in career professionals.**

# Early In Career Leadership Programme

## The Situation

A leading company in FMCG needed to engage and develop early in career talent in order to build a succession of future leaders, ready to handle challenges and opportunities in Asia Pacific.

The client identified the need to equip early in career talent (Gen Y) with skills not typically taught in university. While many high-potentials were strong in their technical knowledge, senior management had identified gaps in critical soft skills required for advancement. As a result, management invested in a programme that would address the most critical development areas, including:

1. Thinking like business managers
2. Proactive problem solving
3. Effective communication with senior management.

Since young learners were targeted, senior management needed a training solution highly experiential and interactive.

## Simitri Solution: Early In Career Leadership

Simitri devised a three day, interactive course to develop self-awareness, business acumen, problem solving, and communication and influencing skills.

Business simulations, group projects, case studies, presentations, questionnaires, videos and activities were all key to

ensuring a high level of interactivity. Learning was extended beyond the classroom with post-workshop activities, 12 months access to a mobile app, and toolkits to support quarterly reviews of competencies, and goals and action plans for each participant.

The programme was piloted in China, India and Thailand, with additional roll out in Malaysia, Philippines, Vietnam, and Myanmar. It was delivered by Simitri's locally-based facilitators and made heavy use of local language and culture.

The programme was customised with new branding features, including logos and a specific colour palette. All aspects of the programme were tailored for the business environment, company structure and industry.

## Solution Profiles

Simitri worked with the client at each stage to design and develop new materials for the programme.

## Instructor-led workshops

Participants acquired knowledge through engaging learning approaches, tailored to the client's targeted outcomes.

During pilot and roll-out, Simitri coordinated the event logistics for all locations throughout Asia. This saved the client time, money and resources, and it allowed the team to focus on the overall strategy and impact of the programme.

## Online Business Simulations

A product marketing simulation was used to reinforce business acumen modules. Participants competed against one another in real time to grow product sales in a dynamic consumer market.

An organisational change simulation was used to enhance communication and change management skills. Participants led a change initiative within a fictional company, influencing individuals and teams to adopt the change.

## Mobile App

The Simitri Extended Learning Portal acted as a gateway for additional learning and interactivity. For 12 months after the workshop Simitri sent mobile updates with supplemental course content and notifications. Participants could also use the app to leave comments, interact with one another and share what they had learned.

## Outcomes

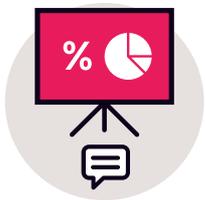
Six months after the initial trainings, 75% of managers of participants reported substantial improvement in self-awareness. 72% reported participants' improvement in communication skills and problem solving.

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## Digital connectivity during and after the workshop



**1** Before the workshop the participants complete online assessments as a set-up to course content.



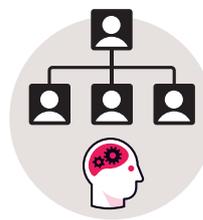
**2** The instructor-led training delivers customised content with agenda, case studies and group activities developed for the client's specific needs.



**3** Assessment results are presented and discussed during the workshop to build self-awareness and to tie-in to course content.



**4** An online business simulation challenges participants to make decisions about products and consumer segments.



**5** An online influencing simulation challenges participants drive a critical change initiative within a fictional company.



**6** After the workshop, the participants use the Extended Learning Portal to access additional learning materials and to interact with cohort members.