

# Global Staffing and Recruiting Company:

Building Culture for Global Growth



## Challenge

A global staffing and recruiting company is focused on creating a framework to enhance their culture across 80 countries. The global locations have been working in silos, and each has its own culture, policies, and clients.

The organization wanted to create global synergies and increase employees' desire and ability to learn new skills, since talent is their differentiator and competitive advantage. Their main goal was to implement a culture-focused leadership framework that paired well with their existing internal framework. They were also specifically looking for a partner with a top-down-driven approach, a library of international thought leadership, and a personable connection.

## Solution

FranklinCovey's *The 4 Essential Roles of Leadership*<sup>®</sup> solution and framework was a perfect fit. The solution allowed the organization to globally implement a model that created common behaviors and skillsets to drive culture transformation, continued growth, and increased margins.

The organization began with a two-day training for their board of directors to identify the key behaviors needed to drive change, and to ensure leadership's visions on culture aligned. Training quickly followed for senior management and operational management.

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Employees from around the world are learning a common language, finding common threads, and getting to know and understand each other. Weekly team meetings have changed, and are now structured around how each employee impacts the big picture.

Leadership also crafted strategic narratives to help every employee make sense of how their role contributes to the organization's strategy and success.

## Results

The culture is rapidly changing, as the behavior changes can be immediately implemented. Employees from around the world are learning a common language, finding common threads, and getting to know and understand each other. Weekly team meetings have changed, and are now structured around how each employee impacts the big picture.

While it can be hard to step away from busy day-to-day priorities, the entire organization sees and feels the value of The 4 Essential Roles of Leadership. The post-session evaluations consistently have an 85 percent rating, and employees feel valued and that the company has invested in them.

## About

The global staffing and recruiting company has been in business for over seventy years, and works with more than 600,000 clients daily around the world.

### Industry

Staffing and Recruiting

### Number of Employees

10,001+

### Opportunity

A global staffing and recruiting company is focused on creating a framework to enhance their culture. With the help of FranklinCovey's The 4 Essential Roles of Leadership, employees from around the world are learning a common language, finding common threads, and getting to know and understand each other.

### Solution

- *The 4 Essential Roles of Leadership*®



The FranklinCovey All Access Pass® allows you to expand your reach, achieve your business objectives, and sustainably impact performance with unlimited access to FranklinCovey content. The pass comes complete with tools, assessments, videos, digital learning modules, and all of FranklinCovey's training courses—available Live-Online, On Demand, and Live In-Person.

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