

Cascading a leadership framework

Case study



Client need

A leading international global oil services company wanted to align its top 5,000 managers to its new leadership framework. The company wanted to ensure that its top 400 executives became "change leaders" by facilitating sessions for their people in the flow of work.



The solution...

- Leveraged BTS's **Digital Cascade Tool** to craft an interactive digital meeting-in-a-box.
- Allowed **senior leaders to facilitate sessions themselves easily, locally, virtually and effectively** in an engaging way far more impactful than merely distributing a PDF or presenting a slide deck.
- Included a discussion on the case for change, **exploration of pivotal leadership moments**, self-assessment on the framework, and **commitment to go-dos**, actions to be implemented on-the-job, for development.
- Enabled the client to cascade the framework and **rapidly drive behavior** change while also **harnessing data to gain insights** from the global deployment to 5,000 managers within six months.



Results

After a successful pilot phase, the organization expects to reach the top 5,000 leaders within six months.

Based on the pilot results, participating leaders will enact tens of thousands of "go-dos," actions to be implemented on-the-job, in their daily work to live the new culture.

Following the early success, the company launched a similar initiative to cascade customer centricity to an even wider audience.