

Address operational improvements



**PHILIPPE DE
CARNE,**
HR DIRECTOR,
GEODIS ROAD
TRANSPORT

"We had a very strong need in terms of culture and behavioural change. We required a training with very deep content supported by a simple and clear methodology, so it could be shared with more than 100 people."

Establishing common managerial practices to address operational improvements

Challenge

In 2013, Geodis Road Transport felt the need to deeply transform their managerial practices for more than 100 managers through their new programme "Investors in people". An analysis of the current situation showed that so far, there were no shared managerial rules and desired behaviours (only a few managerial reflexes had been acquired in previous management trainings). As such the managers did not have a same level of skills and capabilities in terms of behavioural competencies. A common language was also missing. Furthermore, Geodis Road Transport was challenged by a difficult economic context. Managers had to be able to face complex situations and still show exemplary behaviours in order to prepare the future. For Geodis Road Transport, people are a growth driver and as such, the definition of a strong cultural identity was seen as key to attract and retain talents within the company.

Solution

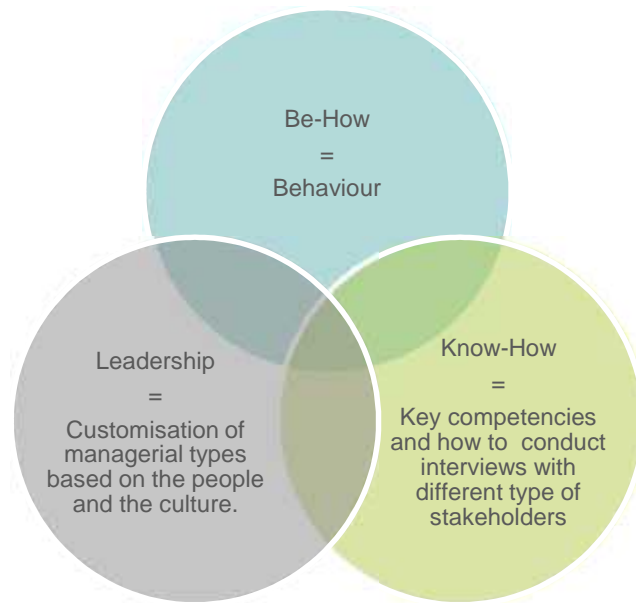
"I was looking for trainers that I was really convinced could change behaviours. I was also searching for a training with a "wow" effect. We also wanted to have simple tips to help the participants remember the important things when in action. In addition, we wanted managers engaged in their roles as managers while being mindful and efficient in their relationships with their teams."

PHILIPPE DE CARNÉ, VICE PRESIDENT INNOVATION, GEODIS

The training programme was co-designed with Geodis Road Transport focusing on the client's needs and objectives. It concentrated specifically on three complementary parts: firstly, interpersonal relationships or how to take others into account when managing, secondly, key managerial practices to be able to apply the appropriate management practices in order to secure motivation and performance and thirdly, the leader's role within the Geodis context, or how to optimise peoples' behaviour towards themselves and the company culture.

“People were astonished by the content and the rollout of the whole training, so the results were definitely there. The training even created itself a reputation within the company (...) so yes I would recommend Krauthammer strongly.”

PHILIPPE DE CARNÉ, HR DIRECTOR, GEODIS ROAD TRANSPORT



The key learning activities for creating the desired impact were the explanation of the programme’s strategic and cultural objectives, in order to enhance the importance of the trainings. The use of the TTI Success Insights assessment (DISC profile) shows the different types of personalities and how to handle them as a manager.

The roll-out started with a workshop for the board. Then three pilot trainings followed with the board, the regional directors and the leadership mentors before the training was deployed to the first group in France. Afterwards, train the trainer programmes followed in Spain, Italy and Germany.

“We appreciated the creativity in the design of the programme and the ability to take constraints into account. We also observed true experience and great consulting support that brought concrete and efficient building bricks for the trainings, in line with our expectations”.

PHILIPPE DE CARNÉ, HR DIRECTOR, GEODIS ROAD TRANSPORT

Results

100+ managers (10 groups) were trained successfully in France.

For Geodis Road Transport, the success of this programme lies in the greatly improved collaboration, based on respect and appreciation of others, a more positive mindset and focus on action. Many participants directly relate the breakthroughs in their challenges to what they learned.

The programme was that successful that some managers even asked for a second one to be developed to continue with leadership mentors trained by Krauthammer: 20 people were trained as trainers, and today, are still proud and more comfortable in their roles as managers.

About Geodis

Geodis is a supply chain operator ranked among the top companies in its field in Europe and the world. Geodis is part of SNCF Logistics. The international reach includes a direct presence in 67 countries, and a global network spanning over 120 countries. With its five lines of business (supply chain optimisation, freight forwarding, contract logistics, distribution & express, and road transport), Geodis manages its customers supply chain by providing end-to-end solutions enabled by its people, infrastructure, processes and systems.

About Krauthammer

Bringing out the best in people ... *with an extra smile from within*

Our learning journeys create lasting behavioural change and amplify your people's level of engagement

Visit www.krauthammer.com for more information and contact details.