Driving transformation through developing sales leaders

Client need

With the goal of achieving the next level of business results, a leading tech organization implemented a new go-to-market strategy that would require a strong leadership succession pipeline. The organization needed to enable key talent to better leverage their strengths, maximize team member engagement and output, and drive change and transformation.

The solution...

The organization partnered with BTS to create a learning journey for its high-potential sales leaders. This six-month journey was designed to enable leaders to develop greater self-awareness, encourage productive mindsets, shift behaviors, and apply new skills to workstreams.

The learning journey featured workshops and peer coaching on these topics:

1. Choose Your Attitude
2. Developing Others
3. Company Transformation and Strategy Execution

Results

As a result of the program, leaders shifted their approach to leading teams, developed skills to get the most out of their teams, and evolved their leadership posture to be more present and inclusive.