

Broadcom: AOD Manager Leadership Program

Unleash Your Leadership Potential

SCENARIO

Broadcom is a leading provider of global technology infrastructure, including a broad range of semiconductors, enterprise software, and security solutions. Broadcom's Agile Operations Division (AOD) delivers business-critical software solutions that help leading global companies be more innovative. Broadcom AOD's technically skilled managers needed leadership development and "soft skills" training to increase employee engagement, foster collaboration, and create a unified approach to performance management, including coaching, feedback, and difficult conversations.

SOLUTION

Broadcom AOD partnered with Entelechy to design, develop, and deliver the *AOD Manager Leadership Program*, featuring Entelechy's *Unleash Your Leadership Potential-Virtual* leadership development program. The program features:

- **150+ leaders developed**, representing all eligible managers.
- **Consistent, simple, and effective** models and techniques.
- **Engaging activities**, including polling, quizzes, and small group work, to foster collaboration.
- Multiple opportunities to **connect with peers and the content**, including peer coaching sessions, Bi-Monthly Leadership Speaker Series, and the AOD Manager Leadership Community.
- **Reinforcement communications** and **on-the-job skill application** to drive lasting behavior change.

Our initial goal was to improve employee engagement and drive greater collaboration across the organization. But in these areas — and many others — the *AOD Manager Leadership Program* has far and away exceeded our expectations. It has become one of the pillars of our culture.

— Serge Lucio, General Manager,
Broadcom Agile Operations Division



RESULTS

10/10 Likely to Recommend Score

+12% increase in professional development support by AOD managers

90% of AOD employees said their manager gave them helpful feedback

89% of AOD employees said their manager was an effective role model

Industry awards



Best Leadership Development Program (Brandon Hall)



Best Development Program for Frontline Leaders (Brandon Hall)