



Maxus - Global Client Leadership Curriculum

The Maxus global leadership team commissioned this project as part of a large-scale international culture change and skills development programme. Focused initially on their Senior Client-facing staff, this programme was designed to develop the skills, attitudes and mind-sets of excellence in client leadership.

It was important to the Maxus sponsors that this programme develop a series of unique approaches to their internal leadership model. These particular approaches were to be drawn from the fields of organisational psychology and professional development.

We worked with the Managing Partners and Senior Leaders to collaboratively craft an intervention that would meet these exacting standards.

The programme itself was successfully developed and piloted in Spring 2015. We were then tasked with the implementation of these programmes worldwide; delivering both the Senior Client Leader and Account Director Communities across Asia Pacific, EMEA and the Americas.

A significant bonus to this programme has been the validation both of the learning design and the delivery method in cultures and countries as diverse as India, Thailand, China, Germany, Spain, Italy and the USA. Working extensively cross-culturally, the programme and facilitators have been validated at all levels.

Outcomes:

1. Successfully delivered to over 350 participants worldwide during 2015
2. Significant reported impact on strategic accounts and clients
3. Global adoption of the methods and interventions within the Global Cultural Change Programme
4. Universal sponsorship from the CEO, Global Executive Committee and Regional Heads for further deployment in 2016

In addition we have been commissioned to develop a range of interventions for Mid-Range Client Leaders and Junior Client Facing Staff, together with upskilling of their own in-house local facilitators and trainers.

Participant Quotes:

"You've been wonderful to work with this year and I very much look forward to more of the same next year!"

Mark Bauer, Chief Client Officer EMEA

"Thank you very much for your programme. The feedback I got [from my team] was just ... BRILLIANT!"

Christian Leipacher – Managing Director Germany