

GLOBAL ENGINEERING COMPANY CREATES AVENUES OF OPPORTUNITY

By collaborating with the client, Zenger Folkman partner Grupo P&A delivers a focused solution and creates new business opportunities.

THE CHALLENGE

This global engineering company works within an industry where safety risks are an inherent part of the business, so ensuring operational safety is a crucial focus. Grupo P&A, Zenger Folkman's partner in Spain, wanted to help them see how improving leadership effectiveness would not only drive improvement in organizational performance but also have a profound effect on improving safety within their culture. Rather than customizing a solution for the organization, Grupo P&A invited them to co-partner in developing a new Zenger Folkman leadership development experience specializing in safety.

THE SOLUTION

Dr. Joe Folkman helped launch the initiative by sharing research linking leadership and safety. The engineering company elected to move forward with the customized solution, and *The Extraordinary Leader for Safety* was created. To support the implementation, they certified six internal trainers in *The Extraordinary Leader*, *The Extraordinary Performer*, *The Inspiring Leader*, and *The Extraordinary Coach*—product components of the program. In addition, Grupo P&A partnered with them to create additional research-based literature on leadership, culture, and safety for the energy and aviation industries, and the *Safety Culture Index* was born. The resulting solution was a specialized senior-level executive development experience for industries where safety is critical for business success.

THE RESULTS

The interdependent relationship between the organization and Grupo P&A fostered future opportunities. Both parties were significantly invested and interested in the success of the program. They agreed to help promote, sell, and deliver this custom solution to similar clients with safety-oriented cultures.

The alliance is showcased at annual meetings of the Spanish Nuclear Society. Open workshops are conducted with participants from many different industries. In addition to speeches and exhibits, Grupo P&A and the engineering company plan collaborative sales calls, webinars, and public workshops highlighting *The Extraordinary Leader for Safety*. The result: a satisfied client fully engaged in implementing the program within their own organization and assisting in the marketing efforts of this uniquely successful program to other clients with similar needs.

AT A GLANCE

The Challenge

- This global leader in advanced engineering services wanted to improve leadership effectiveness in a way that would not only drive improvement in organizational performance but also have a profound effect on improving safety within their culture.

The Solution

- They teamed up with Zenger Folkman's partner in Spain, Grupo P&A, to develop a new Zenger Folkman senior-level executive leadership program specializing in safety: *The Extraordinary Leader for Safety*.
- To support the implementation of this new program, they certified internal trainers in *The Extraordinary Leader*, *The Extraordinary Performer*, *The Inspiring Leader*, and *The Extraordinary Coach*.

The Results

- This global engineering company is a satisfied client fully engaged in implementing the program within their own organization and assisting in the marketing efforts of this uniquely successful program to other clients with similar needs.



“Adding safety with almost no change to the rest of the model gives us a strong assurance that *The Extraordinary Leader for Safety* will achieve excellent results in both safety and economic performance.”

Global Engineering Company