

CASE STUDY

STRATA CORPORATION

OPPORTUNITY OVERVIEW

Strata Corporation is a diversified construction company that includes highway heavy, military, municipal, and airport construction; production of ready-mixed concrete; production of commercial aggregates; and sale and distribution of commercial and residential face brick and masonry supplies.

Strata wanted a way to train their supervisors that offered more learning opportunities throughout the year as opposed to a once a year event-based training session.

CLIENT OBJECTIVE

Strata Corporation wanted to partner with a resource to develop and enhance the planning and communication skills of managers and supervisors through a customized training program. The program needed to be tailored to Strata and offer more training opportunities throughout the year. An interactive component was required

TARGET AUDIENCE

This program is aimed at all managers and supervisors.

RUSSELL ASSOCIATES' SOLUTION

Russell Associates proposed an on-going learning and development system. The 2008 plan included:

- Needs analysis
- Course design and development of an interactive workshop
- Delivery of a workshop, *Planning and Communicating for Optimum Results*, at their annual winter meeting
- Organization practices input and analysis
- On-going reinforcement through weekly coaching conference calls for all supervisors and managers with each person encouraged to participate at least once a month
- Creation of a 360-degree feedback survey
- Using the 360-degree feedback survey to determine how well supervisors and managers use the Skills of *Planning and Communicating for Optimum Results*
- Creation of a plan for 2009

PROGRAM RESULTS

The *Planning and Communicating for Optimum Results* workshop received very high marks from both management and participants. Additional results will be identified through the weekly coaching calls and the 360-degree feedback survey.