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BUILDING COMMERCIAL CAPABILITY AT AUSTRALIA'S #1 VITAMIN COMPANY

APAC SCOPE

AT A GLANCE

BENEFITS

- 28PP increase in employee engagement.
- Fully sustainable accredited capability programme.
- 62% cost saving compared to comparable programme.
- Projected revenue growth of AUD\$22m.

CHALLENGES

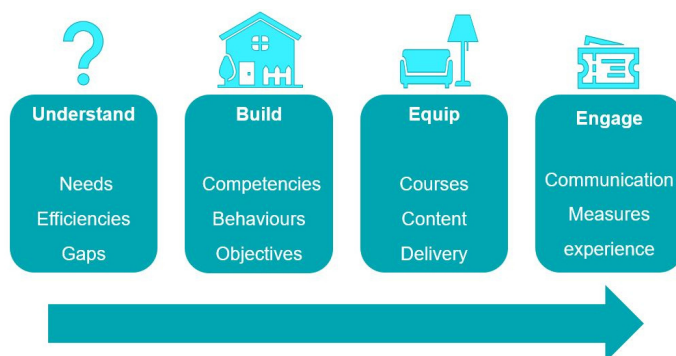
- Costly outdated & unmeasured training.
- Low engagement & satisfaction.
- Minimal capability structure or strategy.
- Inefficiencies through short term decision making.

OBJECTIVES

The organisation wanted to increase sales capability consistency in sales processes across APAC, they wanted to increase engagement in the sales community and support a strong employer brand, they were also keen to reduce inefficiencies and wastage in the function.

APPROACH

There were 4 key stages to creating this world class academy



Passionate advocate of human development practices that really drive outcomes.

Proven track record of driving impact, development and performance through end-to-end capability-building practices across global, regional and local settings for some of the world's largest organisations.

KEY PRINCIPLES

Communication

Providing a clear road map, constant and consistent communications rhythm across formats and levels of the organisation.

Stakeholders Management

Ensuring all stakeholder groups and individuals are actively engaged, heard and managed.

Strong Capability Methodology

Demonstrating the science of capability with key proven principles:

- Self-service solutions,
- always available,
- learning at the point of need
- resources over courses

