



“Dr. Brenner’s ability to interact, engage and influence future and current leaders is excellent. His enthusiasm and creativity show through the class materials and exercises, which are fun and practical for the work environment. Dr. Brenner has the ability to influence leaders to motivate, engage, listen, and empathize with colleagues and direct reports.”

— *HR Manager,*
Brown Printing Company,
East Greenville, Pa



SUCCESS STORY #3

When people work in harmony, great things happen.

Challenge

Brown Printing, one of the country’s largest printing companies, was facing some serious challenges. Social media and the popularity of online periodicals were taking a huge bite out of the company’s revenues, resulting in the need for stronger leadership, better communication, and greater efficiencies across the board. Additionally, many of its managers were either new and inexperienced or veterans whose leadership style was no longer effective. As a result, Brown’s executive management decided to invest in a comprehensive, multi-faceted leadership development program for its three plants.

Solution

Right Chord Leadership designed a year-long program for more than 130 supervisors in 3 states. The program focused on key leadership competencies, including influence and persuasion, resilience and adaptability, conflict management, and delegation. Case studies, role plays, and work scenarios were employed to give participants the opportunity to practice and receive coaching from the facilitator.

Results

The client reported marked improvement in multiple areas, including delivering feedback, managing change, recognizing and rewarding achievements, and granting autonomy to frontline workers. Participants felt more confident sharing their opinions with senior managers and acknowledging alternative points of view within their teams. Participants also reported that learning their personal styles through the DISC Assessment helped them work more effectively with different temperaments and personalities.

Michael Y. Brenner, Ed.D., *Leadership Expert and Professional Musician*

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