

RIGHT CHORDTM

LEADERSHIP



“Dr. Brenner has done great work for us. We are very pleased with the results of his training programs. He displays a very professional and conscientious attitude towards his work. I would recommend him without hesitation!”

— *Leadership and Organizational Development Program Manager, GSI Commerce, King of Prussia, Pa*



SUCCESS STORY #1

When people work in harmony, great things happen.

Challenge

GSI, a leading e-commerce and interactive marketing services company with more than \$1 billion in annual revenues, needed to develop its leaders to support the company's rapid growth. Their goal? Train more than 200 mid-level and senior managers to communicate and solve problems more skillfully. With time at a premium, the solution had to be focused and efficient while still achieving GSI's ambitious learning objectives.

Solution

Right Chord Leadership developed a 23-hour custom program consisting of seven, 3-hour modules and one 2-hour skill reinforcement session. The program covered such topics as active listening, influence, emotional intelligence, and decision making. It was delivered at a pace of one module per week to maximize learning reinforcement and provide ample time for supplementary readings, small group assignments, and work on Individual Action Plans.

Results

Feedback was universally positive, with participants and their supervisors praising the content, delivery, and relevance of the program. Within two years, six separate cohorts had completed the program, ensuring GSI a strong leadership foundation to equal its technological prowess. Participants reported that utilizing their new skills helped decrease response time, accelerate problem solving, and empower their staffs to address customer concerns with minimal lag time.

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

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