

Case Study:

How Neuroscience-Based Leadership Principles Transformed Company Culture



The Organization: Global technology company

A large-scale technological services and solutions corporation headquartered in the United States with over 100,000 global employees.



Over 5,000
Employees trained



Spanning 13 cities across
three regions:

- EMEA
- APAC
- NAMER

The Situation: Siloing, internal competition, and fixed thinking

Shortly after being appointed, the technology corporation's new CEO discovered a company culture dominated by siloing, internal competitiveness, disconnectedness, and fixed thinking. This was a culture incompatible with the CEO's vision of a world-class technology company operating at the very bounds of innovation. A cultural transformation, the CEO realized, would be required to address this troubling gap.

The company's team of senior leaders began by developing a set of cultural aspirations focusing on growth, customer service, diversity, cohesion, and impact. Although this was a crucial first step, something more was needed: Without a new leadership model to drive cultural change, the team knew their efforts to propel the company forward would be fruitless.

Custom keynotes and trainings



Practice areas:

- Leadership & change
- Leadership development



Solution methods:

- Thinking partnership & consultation
- Custom solution development including:
 - Learning summit
 - In-person workshops
 - Virtual workshops

The Solution: Sticky, brain-friendly leadership principles

To redefine corporate leadership and create meaningful cultural change, the technology company engaged the NeuroLeadership Institute (NLI), an organization known for its industry-leading behavior change practice and proven ability to develop powerful leadership models based on practical neuroscience and cutting-edge research.



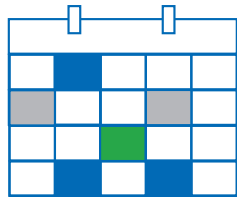
Workshops ranging from 2.5 hours to 1.5 days, keynote presentations, and two-day leadership summits in both Canada and the United States.



Over the course of an eight-month partnership, the technology company and NLI identified key leadership capabilities and expectations across multiple organizational levels, ultimately distilling them into a clear, cohesive, and memorable set of leadership principles specifically aligned to the company's cultural transformation objectives.

To ensure that this leadership framework would create meaningful behavior change, each Principle was paired with a set of concrete, actionable Practices. The NeuroLeadership Institute then designed scalable, interactive trainings for each of three employee levels: Corporate Vice Presidents, Partners, and High Potentials

8-Month thinking partnership



Over **1,200** partners
& **2,000** high potentials

The Result: Shared leadership vision renews company culture

With their cohesive, neuroscience-based design, the Leadership Principles and Practices are providing a common language for the technology company's leaders and employees, enabling positive behavior change on a sweeping scale. Since first announcing the program, more than 5,000 employees have been trained in this innovative leadership framework and its scientific underpinnings

To date, the scaled, customized training has empowered over 1,200 Partners and 2,000 High Potentials, bringing renewed cultural and business-oriented visions to life in three global regions and 13 cities.

Here's what some participants have said about the Leadership Principles training:



"Why did I not get this training 10 years ago? It is really exciting to have [these] tools to take away and apply starting tomorrow."

–Manager participant

"By far the best and most practical leadership education I have [received] in years."

–Manager participant

"The content was fascinating, engaging, and eye-opening, and I've thought back to it a number of times since taking the course to see how I might apply it during my normal workday."

–Manager participant

Company employees are extremely satisfied with the training they've received.

On a scale of 1 to 5

The 2-day leadership summit scored

4.8

The 1-day training event scored

4.55