

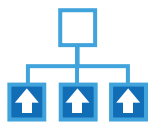


3 Action Learning Project Approaches

MEASURABLE OUTCOMES

Team Projects

Individual Projects



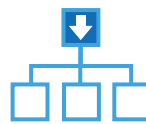
PARTICIPANT-DRIVEN APPROACH

Global 300 Manufacturing Firm

Since 2005, over 80 cross-functional, cross-geography teams of HiPo leaders have selected their own projects according to Wharton and corporate guidelines.

IMPACT & MEASUREMENT

- Generated a large range of **new products, new services, and new business models**
- **Over 50%** of the projects since 2009 have been incorporated into the business pipeline—an exceptional rate of innovation success
- One project alone generated over **€25 million** of additional sales revenue while pioneering a new business model for future expansion
- High percentage of graduates **advance to senior leadership positions**



ORGANIZATION-LED APPROACH

Fortune 500 Pharmaceutical Company

Five teams of senior high-potential (HiPo) leaders worked on six-month projects selected by their CEO and top management team.

IMPACT & MEASUREMENT

- Developed new sources of **revenue generation**
- Expanded into **new markets**
- Implemented a **more efficient** decision-making process
- An independent 3rd-party analysis determined that the program contributed financial value in excess of **\$150 million**, and that there was “an exceptionally large degree of on-job **behavior change.**”



INDIVIDUALLY-STRATEGIC APPROACH

Global 20 Financial Services Firm

Cohorts of 25 senior executives each selected their own project related to customer centricity or employee engagement—two strategic imperatives for the company.

IMPACT & MEASUREMENT

- **50 large-scale initiatives** per year that advanced these top priorities
- Small “peer consulting groups” created **cross-boundary perspectives** and lasting bonds among the top executive population
- Implementation steps and success metrics were documented for each initiative so the projects could be **replicated in other areas**
- Gave the company multiple success stories to help **motivate and engage** people across the enterprise

WOULD YOU LIKE TO LEARN MORE?

Contact Alyssa Greco, Associate Director, Client Relations, Custom Programs:

+1.215.898.1776 • customprograms@wharton.upenn.edu

WhartonCustomPrograms.com