

ANOTHER IMPACTFUL STORY BY 361 DEGREES



CTC LEAP Fast Track Development Program

Need:

Ceylon Tobacco Company (CTC) required our assistance towards the design and facilitation of their annual Executive Development Program; CTC LEAP. Each year, the program identifies high-potential prospects who are earmarked for career progression based on their performance during the initiative. A meticulous need assessment was carried out based on the brief submitted by CTC.

Solution:

Based on the need assessment, we designed a comprehensive program outlining the core areas as well as the tools and methodologies to be utilized;

- Interactive activities
- Unlearning experiences (drive motivation for new learnings)
- Skill development sessions (Communication, Negotiation, Networking, Business Acumen, Etiquette)
- 360 surveys
- DISC Psychometrics (identify performance gaps and solutions to address them)

Following the knowledge delivery and up-skilling, participants were required to conceptualize and execute a long-term project in order to demonstrate practical application competencies, and the self-discovery of personality traits influencing the overall style of work.

Result:

Several high-potential individuals who displayed significant improvements in work output following the CTC LEAP training sessions, were selected for further grooming and subsequent appointment to higher leadership roles within the organization.

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