

# A Large Indian FMCG Creating A PERFORMANCE CULTURE

As part of their strategic intent, one of our clients made an effort to diversify into new product categories within an overall FMCG spectrum in a fiercely competitive environment. The firm aimed to build strong people capability to achieve their three year goal. As it geared for expanding its horizons, the company wanted to ensure it had a people focus that is aligned – in attitude as well as in skill to meet the organizational vision.



## APPROACH

Customized solution created for employees to improve mindset, attitude and skill set for handling customer requests.

The workshop that was designed and delivered was of three day duration, and comprised of three main parts, namely, -

- "Setting the stage" for the mindset change that was required for the new strategy to work
- "Planning the attack" covered the important aspect of performance management
- "Sharpening the saw" " geared up the sales managers on sales competencies that were critical to the success of the new strategy.

Over 200 people trained

## OUTCOMES

The sales managers saw tangible impact on their performance, the impact was most evident as more and more sales managers were added to undergo the workshop in the intervention than planned.