

Nomination: 6581

Leadership Impact Assessment

**Page: General Information**

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

**Name of Organization/Company**

FedEx Express

**Additional Contacts**

I would also like to have others receive emails about the disposition of our entries.

**Page: Entry Information**

**Entry Title**

Leadership Impact Assessment

**Category**

B01 - B59 Achievement > B17 - Achievement in Leadership Development

**Achievement Submission Format**

Written Answers

**a. Briefly describe the nominated organization: its history and past performance (up to 200 words). Required**

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We recognised the impact our Leaders have on the performance of our Sales Professionals and therefore have historically had in place an ad-hoc education program to support existing leaders develop their skills and capabilities and for new leaders a Sales Leadership Foundations course, however, historically we had limited ability to measure their specific skills and capabilities.

We recognised the need to better understand how effective our leadership team were in completing the 'Double Jump' moving from a Sales Professional to a Leadership Role and moving from a **REDACTED FOR PUBLICATION**

In 2020, we worked closely with a 3rd Party Research company to run a survey across our Sales teams; where we asked our Sales professionals to complete a survey of 67 questions split into 9 sub-categories, consolidated into 4 high level categories.

Our TP Research Company then provided us with our HL Results as well as a benchmark result from all other companies who had completed the survey and in all areas our results were below the benchmark.

**b. Outline the team's or organization's achievements since the beginning of 2021 that you wish to bring to the judges' attention (up to 250 words). Required**

Whilst we recognized the importance of the results & implementing an action plan based on these was valuable, we also recognised that by providing each leader with their own report including individual insights, alongside this, would have significant additional benefits and therefore we created a separate report, for each Sales Leader (Appendix 1 & 2)

Over 300 created and cascaded through our leadership structure and the results were supported by a new Leadership Education program which was launched in 2021 including

A catalogue of leadership education, aligned to each sub-category to enable leaders to selection education, based on the areas for development identified during the survey **REDACTED FOR PUBLICATION**

A self-paced e-learning program, aligned to each sub-category for leaders to complete based on the areas for development identified during the survey

Leadership Breakfast Briefings (Weekly webcast of changes happening in the business) These weekly briefings were adapted to have 1 week each month focused on Leadership upskilling

New Leaders Sales Foundation – This program was adapted based on the results from the survey to incorporate the key areas for improvement identified in the overall results

Sense Making Education Program – A program aimed at supporting Sales in the transition from Product Led to Insight Led selling, supported by an additional ½ day session for leaders to help them support their teams to transition and embed this new selling approach

SLA/SSLA – Two, year-long education programs aimed at future Leaders and future Senior Leaders, adapted to incorporate the key learnings from the survey



