



# 2013 Brandon Hall Award Announced

## Performance Impact and Merck Win GOLD for Best Leadership Development Program From Brandon Hall Group

**Cary, North Carolina – November 07, 2013** – Performance Impact (PI), the internal custom development arm of The Center for Leadership Studies, the global home of Situational Leadership®, and Merck & Company, Inc. (Merck) are GOLD winners of the 2013 Brandon Hall Excellence Award in Talent Management for [Best Leadership Development Program](#). The award recognizes the long-term partnership between the two organizations for the design and development of the Management Foundations management development program.

Together, Performance Impact and Merck focused upon specific competencies that were truly core to the role of the new manager, common to all managers across Merck and critical to a new manager's success. The four-month-long experiential management development program seamlessly integrates various blended-learning modalities – instructor-led classrooms, virtual classrooms, e-learning, manager-guided activities and 360° evaluations – and was designed to:

- Develop and strengthen the skills, knowledge and behaviors of new people managers in an effort to enhance staff engagement during a time of significant organizational change
- Ensure that new people managers are equipped to drive a consistent global leadership and management approach
- Establish a framework through which to acclimate new people managers to Merck's culture, leadership behaviors and performance management practices

Executive Director of Enterprise Learning at Merck, Jim Phelan, states, “We know that moving from an individual contributor to a people manager is probably one of the most significant,



and, oftentimes, most challenging career moves that many aspiring leaders go through. Often, people have gotten to this level because they are very strong from a technical/functional perspective, but many have never had experience getting work done through other people. Management Foundations helps us to build these fundamental people management skills in our new managers, helping to ensure that they are well-equipped to be successful in the line manager role. These skills continue to be important throughout all other stages of leadership progression.”

The program’s design features development of relevant and engaging case studies that make course content ‘come alive’ for each learner. In fact, according to a third-party study conducted to highlight the program’s organizational value, ninety percent of the respondents stated that the Management Foundations program helped change one or more managerial actions and those actions have led to, or will lead, to the achievement of specific, clear, and highly valued business outcomes.

**For the Best Leadership Development Program award, the team of PI/Merck was judged on:**

- **Fit to the Needs:** This leadership development program effectively aligned to the learning needs and situation
- **Design of the Program:** The leadership development program supports the leadership development goals and learning objectives
- **Adoption:** The leadership development program was well-received and adopted by the organization’s leaders
- **Measurable Benefits:** The leadership development program achieved measurable benefits and outcomes for the participants and organization
- **Overall:** Overall, the leadership development program had a positive impact for the participants and organization

To quote Sam Shriver, co-founder of Performance Impact and Chief Sales and Marketing Officer for The Center for Leadership Studies, “Management Foundations has been a transformational journey for PI and for Merck. We are both grateful and humbled by this prestigious recognition.”



### **About Brandon Hall Group**

Having worked with more than 10,000 clients globally and after 20 years of delivering world-class solutions, Brandon Hall Group is the preeminent research and analyst organization focused on developing research-driven solutions to drive organizational performance for emerging and large organizations. Brandon Hall Group has an extensive repository of thought leadership, research, data and expertise in Learning and development, talent management, sales effectiveness, marketing impact and executive management. ([www.brandonhall.com](http://www.brandonhall.com))

### **About Performance Impact (The Center for Leadership Studies' Custom Development Arm)**

Performance Impact has an established, award-winning track record for designing, developing and delivering customized training solutions since 1986. We have experience and expertise in content areas such as performance management, leadership, selling skills and customer service. We have built a powerful team capable of creating relevant and engaging best-in-class, instructor-led, virtual and web-based training programs. Performance Impact also offers fully customizable mobile app design to drive and measure results through iPad technology. ([www.perform-impact.com](http://www.perform-impact.com))

### **About The Center for Leadership Studies**

The Center for Leadership Studies (CLS) is the global home of Situational Leadership®. For more than 40 years, CLS has equipped leaders around the globe with the skills necessary to adapt to any circumstance, predict and overcome any challenge and seize every opportunity. CLS' diverse product portfolio, which includes a competency model and comprehensive off-the-shelf leadership curriculum with both custom and remote capabilities, allows us to serve as a single provider for all organizational training needs. We service these needs through a multitude of modalities, including onsite and public "Train the Trainer" programs and workshops, blended-learning development and personalized coaching opportunities. CLS, based out of Cary, NC, serves customers both domestically and internationally through an extensive network of over 200 affiliates and facilitators in more than 30 countries who understand the nuances present in each culture, allowing for the delivery of innovative, high-quality training programs in localized languages. ([www.situational.com](http://www.situational.com))