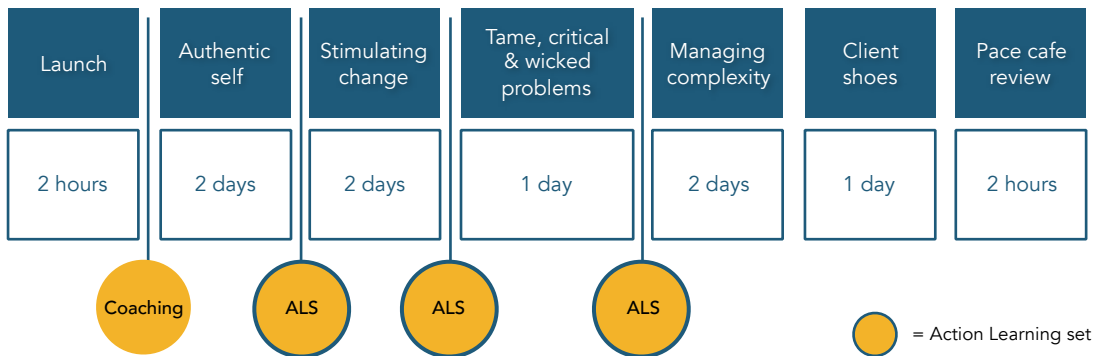


## Case Study Leadership talent development

*"Feedback on our PACE programme has been overwhelmingly positive and we have been awarded IPA Gold for people development two years running."*

Ross Bartlett, Head of L&D, Ogilvy & Mather Group UK



Ogilvy & Mather Group UK (a leading marketing and communications group) set our team the challenge of working with them to design and deliver a leadership talent development programme to deliver sustained behaviour change in high potential senior leaders across their ten agencies. Their aim was to develop high-level top leadership capability, building a talent pipeline to lead each agency forward to be the very best in their sector.

Ogilvy were looking for a cultural shift and behavioural change, moving towards an adult-to-adult culture, where questioning and challenge came naturally and individuals took responsibility for their own performance and development.

The PACE programme we developed for them followed a modular design, spread over a period of nine months, with a combination of stimulating and interactive workshops, action learning sets, leadership and client input. Each cohort comprised around twelve leaders from across the business, drawn from creative, client-facing and internal roles. Participants were Managing Partners and Functional Heads, identified as having high potential as the business leaders of the future.

The modular design and different touch-points allowed for trust to develop in the group over time, leading to the development of strong and lasting peer relationships and a powerful learning experience. The time between elements enabled participants to transfer learning into their leadership practice.

The experience was highly developmental for participants, with many going on to make breakthroughs in their performance and a number achieving promotions as a result of this. This unprompted feedback typifies the experience for participants:

*"The role that PACE has played so far this year in giving me a platform to leverage all the opportunities that Ogilvy brings has been invaluable personally and professionally. Thank you for your great work."*