



A successful automotive company shifts into high gear, using the FranklinCovey All Access Pass®.

Automotive Industry

Challenge

A new CEO succeeding a beloved icon wanted to develop trust in his new executive team and execute aggressive growth goals. The organization was already high-performing with a successful growth model, profitability, and culture, but they wanted to achieve even better results. Previously, leaders were expected to “make their people love them,” but they needed a methodology and language to build trust and a structure to hold each other accountable for results.

Solution

Working with FranklinCovey, the client instituted a *Speed of Trust*® initiative with extremely successful results. The client decided to expand to the FranklinCovey All Access Pass, which allowed their in-house learning and development group to move their focus from content creation to curation. The client used the All Access Pass to create alignment for trust, execution, and leadership from top to bottom, with a common language throughout the organization. With the full breadth of FranklinCovey’s content, they built a consistent learning and development path across the organization, while addressing individual performance needs at all levels.

CLIENT SNAPSHOT

Industry

Automotive

Number of Employees

10,001+

Opportunity

An organization, already high-performing, strikes to reach their full potential. With the help of FranklinCovey's All Access Pass, the organization reached above and beyond their goals.

Solutions

The FranklinCovey All Access Pass®
The Speed of Trust®

Results

The client's trust index rose steadily over five years as they achieved their profitability goals. The CEO said the initiative helped him solidify his role and communicate his genuine concern for building a high-trust executive team. Employees now recognize how their individual contributions connect to the organization's overall success. They're getting to excellence faster, and the CEO feels that his people are more prepared for a future of intensifying competition.



The FranklinCovey All Access Pass® allows you to expand your reach, achieve your business objectives, and sustainably impact performance. It provides access to a vast library of FranklinCovey content, including assessments, training courses, tools, and resources available live, live-online, and On Demand.

**For more information, contact your
FranklinCovey client partner at
888-868-1776.**