



Inspiring Purpose and Passion

Innereactive

Challenge

After recent expansion and growth, Innereactive's team was mainly comprised of first-time managers and postgraduation staff with varying levels of industry knowledge. Innereactive was looking to inspire passion and purpose within the team's personal and professional lives. Without having the right tools internally, Innereactive was in need of a partner with high-quality content, materials, and support that would be informative and engaging for all employees.

Solution

Innereactive turned to FranklinCovey for live in-person learning around *The 7 Habits of Highly Effective People*® and *The 5 Choices to Extraordinary Productivity*®. The team continued their learning through FranklinCovey's All Access Pass® and moved the learner's mindsets from the typical one-time training to a sustained, multimodal learning experience. Their approach encourages the transfer of knowledge and skill application into the team's real world.

"FranklinCovey's All Access Pass gives me the tools I need to create engaging and customized trainings for my team," said Heather Morrison, HR manager. "It has opened the door for everyone on our team to investigate different areas of professional development. The variety of content is simple to understand and easy to fit into a workday."

CLIENT SNAPSHOT

Industry

Marketing & Advertising

Number of Employees

25

Opportunity

Innereactive focused on inspiring purpose and passion through creating a culture of learning. With the help of FranklinCovey's All Access Pass, the team is equipped with the right tools to grow individually and as a team to achieve key business goals.

Solutions

FranklinCovey All Access Pass
7 Habits® Signature 4.0
The 5 Choices to Extraordinary Productivity
Jhana

Innereactive's leaders also use Jhana®; bite-size learning for people leaders. When people leaders succeed, the benefits ripple across the entire organization.

Results

FranklinCovey provided Innereactive with the tools needed to drive growth individually and as a team, which in turn helped the company achieve key business goals. The team's organization, planning, and effective communication skills have also dramatically increased effectiveness and productivity. The employees are happy, which in turn creates happy customers.

"Our company believes in developing people, not just employees," said Samantha Toth, owner. "The live trainings and All Access Pass have helped us accomplish that goal."

About

Innereactive is a marketing and design agency based in Grand Rapids, MI. Their team includes marketing strategists, graphic designers, web developers, business development, and project-management specialists.



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.