

Client Spotlight

A Leading Automotive Group

Challenge

As the organisation expanded across the GCC, newly promoted managers were expected to lead larger, more complex teams while supporting localisation priorities, enhancing customer experience and delivering consistent operational performance.

The organisation required a scalable leadership development system—not another standalone training initiative—to prepare current and future leaders while maintaining business momentum. The objective was to build sustainable leadership capability that could be applied consistently across cohorts without disrupting day-to-day operations.

Our Approach

FranklinCovey Middle East partnered with the organisation to design an integrated leadership development journey that combined practical leadership frameworks with coaching, workplace application and ongoing reinforcement.

Each phase blended facilitator-led workshops, structured practice, peer learning, workplace application and coaching to help leaders translate learning into everyday behaviours. Participants also worked on business-relevant capstone projects that encouraged collaboration, problem solving and leadership application.

KEY ELEMENTS OF THE INITIATIVE

- Structured progression from self-leadership to leading people and driving execution.
- Blended learning through workshops, coaching and online reinforcement.
- Workplace application challenges and peer learning.
- Leadership coaching and sustainment planning.
- Business-focused capstone projects presented to senior leadership.

Business Outcomes

The initiative established a consistent leadership development experience across multiple cohorts, creating a shared leadership language and equipping managers with practical tools to strengthen execution, accountability and people leadership.

The blended approach supported continuous learning and application while helping the organisation build leadership capability aligned with its long-term growth objectives across the GCC.

Industry

Automotive

Region

GCC

Delivery

Blended: workshops, coaching and online practice

Engagement

Multi-cohort leadership journey



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Middle East

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