

Client Spotlight

A Leading Diversified Holding Group

Challenge

A leading GCC diversified holding group sought to strengthen leadership capability across its many business units while creating a more consistent leadership culture throughout the organisation. Operating across a broad portfolio of industries, it recognised that sustainable performance depended on leaders who could engage employees, drive accountability, align teams around strategic priorities and execute consistently across very different operating environments.

As the group grew, it wanted a common leadership framework that would improve engagement, strengthen collaboration across businesses, develop future talent and create a scalable approach to leadership development. The goal was not simply to train leaders, but to embed the behaviours and capabilities needed to sustain performance, accelerate execution and support long-term growth.

Our Approach

FranklinCovey Middle East partnered with the group to design a comprehensive leadership development journey aligned with its strategic priorities and long-term vision, equipping leaders at different management levels with the capabilities to build trust, lead with empathy, coach for performance, improve collaboration and align people around shared business objectives.

KEY ELEMENTS OF THE INITIATIVE

- Facilitated learning across different management levels.
- Leadership assessments to baseline capability and measure growth.
- Workplace application to embed new behaviours in everyday work.
- Reinforcement coaching and peer learning circles.
- Executive sponsorship and active manager involvement.
- Continuous digital reinforcement throughout the journey.

Business Outcomes

The engagement helped establish a more unified leadership culture across the group, creating greater consistency in how leaders engaged, developed and empowered their people. Leaders became more effective at building trust, coaching employees, fostering collaboration and creating environments where individuals felt able to contribute and take ownership of business outcomes.

It also strengthened alignment between strategic priorities and operational execution, giving leaders a common framework for driving performance and developing talent. This contributed to stronger engagement, increased accountability, improved collaboration across business units and a more sustainable approach to leadership and succession.

By embedding reinforcement, executive sponsorship, practical application and ongoing measurement, the group created lasting behavioural change beyond the classroom: a stronger leadership pipeline, a more engaged and resilient workforce, and a culture better equipped to sustain performance, adapt to change and support long-term growth.

Industry

Diversified holding group
(multiple sectors)

Region

GCC

Delivery

Blended: facilitated learning,
coaching, peer learning
and digital reinforcement

Engagement

Multi-level leadership
development journey

Focuss

Trust, empathy, coaching,
collaboration and alignment