

## Client Spotlight

# A Leading Real Estate Developer

### Challenge

A leading real estate developer set out to strengthen leadership across the organisation, from the executive team to front-line managers, as it grew an ambitious and complex portfolio. In a fast-moving, high-expectation sector, it wanted leaders who could get the very best from their people, making full use of the talent and intelligence already inside the business rather than leaving it untapped.

The organisation wanted a scalable, flexible approach that could reach many leaders across multiple cohorts, engage its most senior executives, and give it ongoing access to develop its people over time rather than a single, fixed intervention.

### Our Approach

FranklinCovey Middle East partnered with the organisation on a multi-year leadership development journey, with a major focus on Multipliers, the discipline of leading in a way that amplifies the capability and intelligence of others. The programme was rolled out across many cohorts in person, reaching leaders throughout the organisation and including a dedicated session for the executive C-suite.

Alongside Multipliers, leaders developed through The 7 Habits of Highly Effective People, The 4 Essential Roles of Leadership and The 6 Critical Practices for Leading a Team. The partnership was underpinned by an All Access Pass, giving the organisation broad, ongoing access to FranklinCovey content so it could keep developing its people flexibly over time.

### KEY ELEMENTS OF THE INITIATIVE

- A major Multipliers rollout across many cohorts, from managers to the C-suite.
- A dedicated session engaging senior executives directly.
- Core leadership through 7 Habits, 4 Essential Roles and 6 Critical Practices.
- An All Access Pass giving broad, ongoing access to FranklinCovey content.
- Delivered in person across successive batches over several years.
- A consistent leadership language embedded across the organisation.

### Business Outcomes

The engagement helped the organisation build a leadership culture centred on getting the best from people, equipping leaders across every level, including its most senior executives, to draw out and amplify the capability of their teams rather than limit it. Delivered at scale across many cohorts, it created a shared leadership language throughout the business.

With ongoing access to FranklinCovey content, the organisation could keep developing its people flexibly over time, embedding leadership development as a sustained capability. The result is a more capable, engaged leadership bench, better equipped to unlock the talent inside the business and deliver on an ambitious growth agenda.

#### Industry

Real estate / property development

#### Region

UAE

#### Delivery

In-person workshops across many cohorts, plus an All Access Pass

#### Engagement

Multi-year leadership development, C-suite to management

#### Frameworks

Multipliers, 7 Habits, 4 Essential Roles, 6 Critical Practices