

Client Spotlight

A Leading Telecommunications Company

Challenge

A leading telecommunications company set out to build a common standard of leadership and personal effectiveness across a large, fast-moving workforce. In a highly competitive, rapidly changing sector, it wanted its people, from managers to frontline teams, to share a consistent language and set of habits for how they managed themselves, worked together and led.

The scale of the ambition brought its own challenge: the programme had to reach many people across the organisation, be delivered in both Arabic and English, and be sustainable over time rather than dependent on a single burst of training.

Our Approach

FranklinCovey Middle East partnered with the organisation on a multi-year, large-scale rollout, anchored on The 7 Habits of Highly Effective People and complemented by Leading at the Speed of Trust and The 5 Choices to Extraordinary Productivity, alongside a customised leadership programme for its leaders.

To reach the workforce at scale, the programme was delivered through many cohorts in both Arabic and English. Crucially, FranklinCovey also certified the organisation's own facilitators, so it could continue delivering the programmes internally and embed the capability for the long term rather than relying on external delivery alone.

KEY ELEMENTS OF THE INITIATIVE

- A multi-year, large-scale rollout across many cohorts.
- Anchored on The 7 Habits, with Leading at the Speed of Trust and The 5 Choices to Extraordinary Productivity.
- A customised leadership programme for the organisation's leaders.
- Delivered in both Arabic and English to reach a diverse workforce.
- Internal facilitator certification to build lasting in-house capability.
- A shared language of effectiveness and trust embedded across the organisation.

Business Outcomes

The rollout gave the organisation a shared language and a consistent set of habits for effectiveness, trust and productivity, reaching people at scale across a large workforce and in their own language. Rather than a one-off event, it became an embedded part of how the organisation develops its people.

By certifying its own facilitators, the organisation built the capability to sustain and extend the programme internally, making leadership and effectiveness development self-sufficient and scalable. The result is a more aligned, productive and capable workforce, equipped with common habits for performing in a fast-moving, competitive sector.

Industry

Telecommunications

Region

Saudi Arabia

Delivery

Facilitated workshops in Arabic and English, at scale

Engagement

Multi-year, large-scale leadership and effectiveness rollout

Frameworks

7 Habits, Leading at the Speed of Trust, The 5 Choices