

CASE STUDY: TECH COMPANY-SPONSORED INFLUENCE ROADMAP PROGRAM FOR ENGINEERING TEAM LEADS

FEATURING GABRIELLA COPLAN, DIRECTOR OF CUSTOMER PROGRAMS AND TALENT DEVELOPMENT



CHALLENGE

The organization's field support product leads needed a simple framework for generating results faster and easier. They needed to gain confidence in their leadership role minus the manager title, build awareness of the science and art of effective communication, and more effectively influence key decision-makers for better customer issue resolution and prioritization. As a multinational organization, it was imperative the solution address navigating cross-cultural expectations and parameters while maintaining a collaborative customer-focused organizational culture.

LISA'S SOLUTION

- Implement The Impact Playbook for Leaders In Tech using the Influence Roadmap framework to support the product leads fully stepping into their roles as sales support engineers, customer advocates, and technical solution consultants.
- Delivered a culturally competent step-by-step framework to effectively and efficiently navigate key conversations with internal stakeholders and customer decision makers.

RESULTS

- Increased levels of impact with faster resolution for complex customer requests despite limited resources to address specific customer challenges
- Increased morale and confidence to clearly articulate requirements and recommendations to senior-level decision-makers.
- Greater clarity on how to gain commitment on project scope, resources, and key milestones internally and with their customers.
- Consistent use of the framework for securing resources from other teams, managers, senior level decision-makers.

TESTIMONIAL

"This program is now a core to our employee development efforts. As a facilitator and coach Lisa has the amazing skill of looking at a situation, breaking it down to the root cause, and clearly articulating ideas on how to address it real time in the sessions. I highly recommend this to anyone looking to grow their team's leadership through individual or group programs." - Gabriella Coplan

Are you ready to elevate your business impact? Start a conversation today.

START A CONVERSATION

Disclaimer: This documented results of this case study are intended to illustrate potential results of solutions offered by Lisa Duerre of RLD Group, LLC and cannot be a guarantee of future results.