

OVERVIEW

This Case Study captures key issues and results for *LORD Corporation* a world-wide leader in adhesives and coatings, vibration and motion control and magnetically responsive technologies. As a global leader, LORD has 17 strategically located facilities in nine countries.

OBJECTIVES

- Implement a consistent, replicable process for developing high performing and high potential employees.
- Enhance enterprise strategic objective of *People Development* by raising the level of productivity, employee satisfaction and readiness for additional assignments.
- Develop 'leaders in the pipeline' for succession planning.
- Build employees' confidence for stretching beyond what they believed they were possible of achieving.

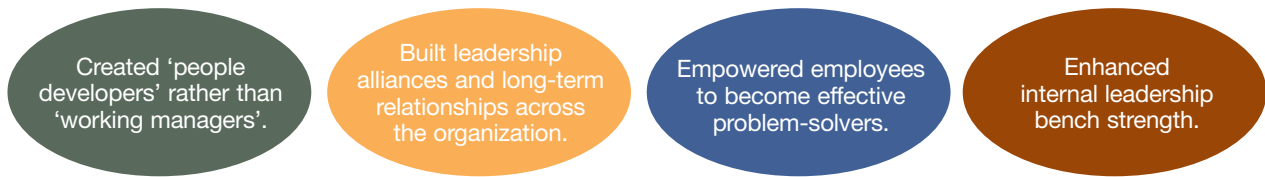


SOLUTIONS IMPLEMENTATION

LORD was seeking a mentoring and coaching process with 'staying power' to build and develop their current and potential leaders. Initially, only reporting managers took part in the program. To date, 102 managers are in some phase of learning and/or practicing the Integrity Coaching® principles. One group of Integrity Coaching® 'alumni' continues to meet as a "community of practice" to hone their skills and support each other on common leadership issues.

During the implementation process, LORD supplements distance learning with an online chat room to keep participants engaged. HR managers and plant managers from each facility are actively involved to provide internal 'change agents' and to keep the process at the forefront. Corporate officers have also been invited to participate in sessions to understand and model the process. The CEO kicks off each Integrity Coaching® program and he (or a designated officer) attends the graduation event.

IMPACT



"Believing that people have unlimited potential is the key. Expressing your confidence in people is very powerful. (Integrity Coaching®) provided me with the tools to apply this principle to coach and build a better team. I noticed positive results with the first person I started Coaching."

Cindy Fowle—Director Global Quality

"I highly recommend (Integrity Coaching®) for two reasons. First it gave me some new tools to further develop the high contributors in my group, whereas most management training teaches how to address problems. Second, in addition to the benefits gained from improved individual performance from my reports, I learned a great deal from the discussions that occurred with my peers during the training sessions."

John Heilmann—Manager Rotary Wing