

## A CASE STUDY

# Building an Internal Leadership Training Series with Former C-Suite Leaders

*Partnering With an L&D Team to Run a Series of Virtual Workshops*

## CHALLENGE

An L&D team from a global professional services firm was building out an internal leadership training program for its approximately 800 partners, principals, and managing directors. The goal of the program was to help participants develop and enhance their skills for C-suite interactions.

## THE GLG APPROACH

GLG sourced dozens of former C-suite executives to join virtual workshop sessions and act as mentors, providing feedback and guidance to the participants.

These sessions were designed to give the program participants an opportunity to practice engaging with these executives who represented their client personas across several industries.

A selection of these C-suite executives also joined subsequent workshop sessions to discuss overall account planning and brainstorm market strategy.

## OUTCOME

The L&D team expanded the program to feature dozens of workshop sessions each year. GLG continues to support the client's efforts by providing former C-suite executives to act as "clients" to give constructive feedback and enhance the participants' ability to pitch and win on future projects.

## FEATURED PRODUCTS



GLG Qualitative

**GLG partnered with an L&D team to build an internal leadership training program with a series of workshops joined by former C-suite leaders.**

## Why GLG?

### Client Quote

"The GLG team worked quickly to meet our exacting standards to provide a rotating faculty [of] C-level executives from every industry on an on-demand basis. GLG was tireless in finding just the right match for each component of a complex, multiyear engagement with a demanding audience.

These efforts helped us modify our market approach and can be credited with enhancing our revenues and profitability on those revenues by reducing cost of customer acquisition and cost of sale across the enterprise. We are big fans and will continue using GLG for the foreseeable future."

— Head of Partner Development,  
Consulting Firm

[Learn more](#)

As the world's insight network, GLG connects clients to the subject-matter experts who can provide real-world insights to make informed decisions. Our team of professionals work with you to create a tailored approach that identifies, assesses, and answers your questions on your timeline. We bring the power of insight to every great professional decision

The information provided in this marketing material is for informational purposes only. The information is not offered as advice on a particular matter and should not be relied on as such. GLG® and the GLG logos are trademarks of Gerson Lehrman Group, Inc. ©2022 Gerson Lehrman Group, Inc. All rights reserved.