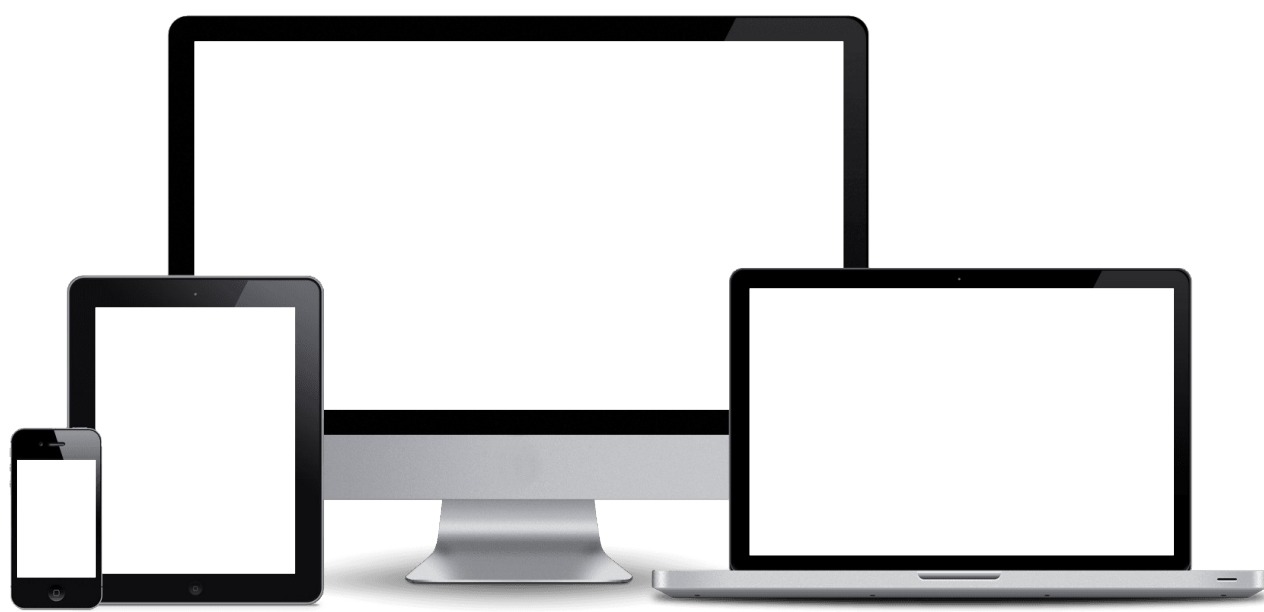


# Case Study: Design & Deliver a Leadership Coaching Program to Build Trust & Collaboration for Key Department Managers



## The Washington Post

Industry: Media  
 Location: Washington DC  
 Size: Multiple Departments - Senior Managers

### Company Bio

The Washington Post is a major American daily newspaper published in Washington, D.C., with a particular emphasis on national politics and the federal government. It has the largest circulation in the Washington metropolitan area. The Washington Post is the seventh-most-circulated newspaper in the United States.

*"Our KPIs have surged! Our department heads are actually talking to one another, following up and initiating process improvement programs."*

- L. Woodard, Sr. Executive Operations Management  
 The Washington Post

Aerobodies Achieves Results:	Improved Communication & Problem-Solving	Improvement in Production Processes & KPIs	Increased Trust and Collaboration Among Peers	Commitment to Continuous Training & Coaching	Participation in Team Meetings & Events
	<b>150%</b>	<b>95.5%</b>	<b>85%</b>	<b>100%</b>	<b>110%</b>

## The Challenge

Key management personnel at the Washington Post were experiencing failed communication and collaboration due to lack of trust and poor communication skills. This resulted in failed projects, stalled enterprise-wide decisions, and costly cost overruns. As communication within a media organization is key, a breakdown can result in loss of income and even credibility. The Washington Post management personnel requested that AFC assisted them in re-establishing effective communication between management and employees, refine their strategic planning for the future, and foster an environment of trust and collaboration that would reinvigorate the organization.

## The Approach

AFC first needed to conduct an audit of the current communication and management issues that the Washington Post was experiencing. Then, by using the Proprietary Program Management Framework, we went to work setting up an internal program that would build leadership skills, improve organization-wide communication, and refocus their strategic planning on the future.

By working closely with the managers at the Washington Post, we created a training series that would deliver lasting results and a massive impact on their overall business. This program would improve everything from manager/team relationships to smooth collaboration between multiple departments.

*"The Washington Post managers jumped right in and opened up about the challenges and issues they were facing between departments and communication breakdown as a whole. They committed to the coaching, role-playing, and practice exercises we gave them during the entire training series. As a result, they achieved phenomenal progress and I could really see their trust and collaboration improving through the entire engagement."*

- R. Bishop,  
 Aerobodies, Coach & Facilitator

## The Solution

AFC designed and delivered an in-depth leadership coaching program, providing a 7-Step Management Framework for strategy, planning, communication, and collaboration tailored to Washington Post department managers.

The engagement integrated 360° peer reviews, core communication, leadership, and emotional intelligence skills such as self-management, problem-solving, team building, decision making, and delegating.

Each module and subject area of the workshop focused on coaching skills vs. counseling skill sets, along with collaborating among multiple departments and developing individual leadership capacity.

## The Results

AFC's Proprietary Program Management Framework helped the Washington Post reach their communication and management objectives, with a 150% improvement in communication ability and problem solving within departments.

Result #1 - Improved Communication and Problem Solving

Result #2 - Increased in KPIs and Production Processes

Result #3 - Increased Engagement and Collaboration among Key Managers



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