



LEVI STRAUSS & CO. IS ONE OF THE WORLD'S LARGEST BRAND-NAME APPAREL COMPANIES AND A GLOBAL LEADER IN JEANSWEAR.

CHALLENGES

- In 2012 the CEO issued a challenge to deliver top- and bottom-line growth year over year
- As Levi Strauss & Co. embarked on a company transformation to meet this challenge, it was clear the organization needed a robust leadership development program to reach the growth targets set by the CEO
- Senior leaders needed new skills and knowledge to properly develop and empower their teams

USE CASE

- The Talent Center of Excellence team created Leading for Performance, a development initiative for selected high performing and high potential leaders across the globe focused on creating a culture of performance and accountability
- The Talent team also developed Manager Essentials, a global program for people managers focused on strengthening coaching and feedback skills
- InsideOut Coaching™ was integrated into both Leading for Performance and Manager Essentials following a multi-phased deployment strategy

Company Profile

Company:

Levi Strauss & Co.

Company Size:

Large Company

Industry:

Apparel

About InsideOut Development

InsideOut Development turns managers into leaders by making it easy to have effective coaching conversations that develop and focus people. Their coaching framework empowers coaches to align teams and spark ownership of outcomes.

Learn More:

 InsideOut Development

“ Our leaders are now using the **GROW® Model to have meaningful conversations** with their direct reports. GROW helps our leaders keep the focus on high performance with individual accountability. ”

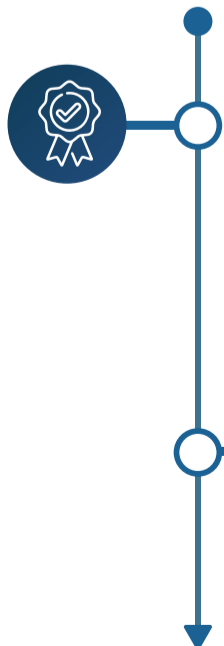
RESULTS

By integrating InsideOut Coaching into these two performance initiatives, Levi Strauss & Co.:

In 2013, Levi Strauss & Co. achieved its top- and bottom-line growth goals. The company plans to continue to offer these leadership development initiatives in pursuit of building its culture of performance and accountability.



Realized an impact within the first 1-3 months after implementing InsideOut Coaching.



Increased the number of coaching conversations between managers and employees and began transforming the company culture into one of greater performance and accountability