

# CASE STUDY



## SNAPSHOT

### Assignment:

Communications Seminar for Managers

### Our Client

The Timken Company  
Canton OH

### Project summary

Develop curriculum to build managers' communication skills

### Client needs

A reliable, knowledgeable instructional development resource to help create a four-day training program for managers

### Special challenges

Create engaging instruction on both the theory and application of communications

### What WordKraft provided

Based on input materials provided, worked with project team to develop, review and pilot the curriculum

### Deliverables

- PowerPoint presentations, Instructor Guides, Participant Guides, Job Aids and post-training action plans for nine modules



### Assignment:

**Develop a daylong communications seminar for company managers.**

### OUR CLIENT

The Timken Company  
Canton OH [www.timken.com](http://www.timken.com)

### PROJECT SUMMARY

As part of an overall strategy to develop leaders, at The Timken Company,, organizational development professionals there surveyed managers to assess their skills and knowledge. The survey identified a number of gaps, which the training team planned to address via the newly created Leadership Development Program (LDP).

Timken training professionals devised a four-day, instructor-led event that would cover a range of management skills, including building trust, coaching, delegating, problem solving, decision making, team building, leadership and other topics.

The company's organizational communications team had been concentrating on a strategy to equip front-line managers to better engage associates. In the survey, managers themselves identified this as a desired area of focus for their development. To support that objective, the largest planned component of the LDP was a daylong communications seminar.

### WHAT THE CLIENT WANTED

Like managers at most companies, Timken managers are busy professionals with no time to waste on low-value activities. To meet the high expectations of these learners, the client insisted that all courseware be professional in format, highly engaging and directly applicable to the needs of the managers.

The seminar would be presented by various instructors at locations around the globe. Therefore, the instructional materials had to be in a format that would be both easy to produce by the each local Organizational Development employee and easy to use by the instructor.

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**Our Client:** The Timken Company, Canton OH



## SPECIAL CHALLENGES

The scale and timing of the LDP development made it a daunting task, especially since the project leader had to rely on a geographically dispersed, ad hoc work team rather than a dedicated training staff.

## WHAT WORDKRAFT PROVIDED

WordKraft assisted the client with the development of both the Communication Seminar and the half-day Team Building & Leadership Seminar. Based on the content outline and resources provided by the client, WordKraft developed nine instructional presentations comprising the communication seminar curriculum.

In addition, WordKraft managed the creation and coordination of the document templates and formats used to guide the work of the team members developing the rest of the course content. WordKraft also provided feedback as a reviewer of the entire four-day LDP session.

The client received ready-to-present modules on a series of topics that introduced the critical need for communication skills and provided a brief overview of communication theory. That was followed by a series of presentations on specific communication topics, concluding with a presentation to help learners bring all of their new communication-related learning together in a formal plan. Presentation topics included:

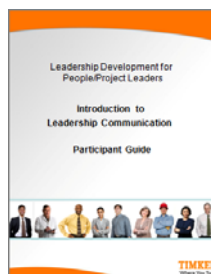
- Introduction To Leadership Communication
- Communication & Associate Engagement
- Fundamentals of Communication
- Communication Techniques
- Effective Team & Project Meetings
- Strategic & Financial Communications
- Change Management Communications
- Communication Planning

## DELIVERABLES

PowerPoint Presentations



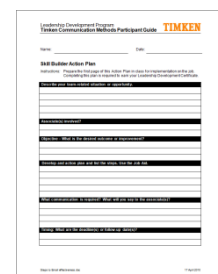
Instructor and Participant Guides



Job Aids



Action Planners



(contact us to see samples of any of these documents)

## What's your training need?

WordKraft supports clients with instructional development for employees and customers. You can rely on WordKraft to provide a total training package for operator/technical skills, leadership/supervisory skills and other topics. Working with your experts, we can develop an affordable, effective training approach. Call us or visit our website to learn more.