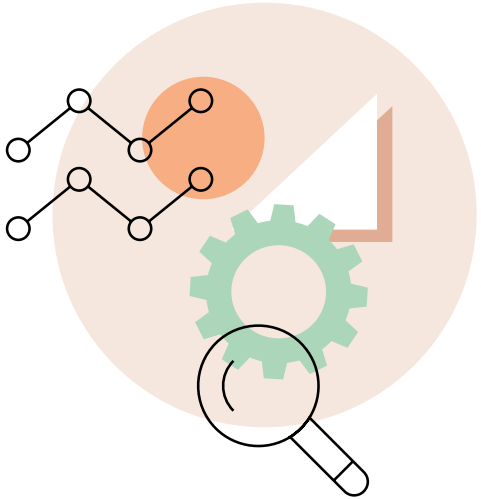
Human Skills

Customer success story

Bertelsmann
Services Business

Personal Development Solution for Experts

Bertelsmann is a media, services and education company with more than 80,000 employees, that operates in about 50 countries around the world. It includes the entertainment group RTL Group, the trade book publisher Penguin Random House, the music company BMG, the service provider Arvato Group, Bertelsmann Marketing Services, the Bertelsmann Education Group and Bertelsmann Investments, an international network of funds.



Challenges

Bertelsmann Services Business was looking for an international training partner that could deliver a program for its various solution groups with participants coming from international locations.

The program was designed to give experts a career boost and better understanding of how to manage themselves and others effectively.

Human Skills and Bertelsmann developed a customized program to help experts settle into their future roles and increase their impact and productivity.

Solutions

Human Skills designed, delivered and managed a blended solution with multiple group modules as well as 1:1 coaching, group work and self-directed individual learning. This is providing the next step in their professional career.

Pre-training
360-degree feedback including individual debrief and coaching.

Training modules
tailored to the specific needs of the target group within the Bertelsmann experts pool. Guaranteeing the participants new insights in their behaviour, working styles and personal development.

Module 1
Leading me first (including a teambuilding event)

Module 2
Performing in tough situations

Module 3
Presenting with excellence

Transfer
supported by a learning diary throughout the training and individual coaching sessions between participant and coach, discussing strengths, challenges and areas for improvement.

All modules reflect the competency areas from the 360-degree feedback, which were selected collaboratively with Bertelsmann Services Business.

Personal Development Program (PDP)
- 8 training days in 3 modules
- individual coaching sessions
- self-paced learning
- languages: German, English
- approximately 210 participants per year from 4 different solution groups
- duration: 7-8 months

Results

The Personal Development Program (PDP) has become a well-known and popular program for high-performing experts who strive to proactively drive their professional career. The participants are nominated trough supervisor and HR for PDP. Participants especially value the following aspects of the program:

- Methods and tools for better **professional performance**
- High level of commitment by specific **calls to action** and follow ups
- Visible progress and **personal growth** in a short period of time
- **Networking** across the organization
- **Fast learning** curve and quick wins
- Personal breakthroughs and **empowerment**
- **High level of interactivity**, energy and experiential learning
- High level of **practical relevance**
- Learning by **doing methodology**
- **Expanding** own comfort zone
- **Practice** over theory
- **Awesome coaches**
- Very **applicable content**
- **Individualized feedback** addressing own potential
- **Discover new abilities** and own potential
- Gaining **new perspectives**
- **Positive impact** on shaping own personality
- Feeling of **belonging**
- High **group dynamics**
- High Level of **personal initiative**
- Very motivating atmosphere of **growing together**

In 2023 the average satisfaction among 210 participants in 9 groups reached 4,48 on a scale from 1 (lowest rating) to 5 (highest rating) .

Core trainer team

About Human Skills

Human Skills is an international training company with a rich project history and a team with 30+ years of design and delivery experience in the training and development industry.

Leading global organizations choose Human Skills as their strategic partner for holistic programs in the areas of leadership and sales, personal growth, communication, presentation, and transformation management. Measuring training impact is an integral part of all learning journeys that Human Skills designs and implements.

Project Team

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Let's get in touch!

... and discover how we can collaborate for real change.