Informatica:

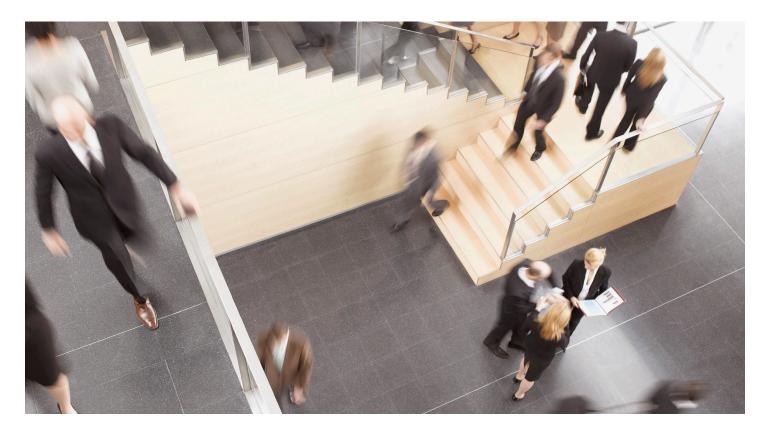## Gaining competitive advantage by developing first-time managers.

Executive Summary

Amid intensifying competition to attract and retain great employees, Informatica views effective managers as a powerful competitive advantage. That's why developing first-time and frontline managers is a key company priority. But this pivotal group was underserved by Informatica's existing eLearning programs, which weren't specific to new managers. To fill this strategic gap, Informatica turned to *Jhana*®.

Challenge

Traditional eLearning software had unsatisfactory usage. "We already had eLearning software, but usage wasn't where we needed it to be," said Simon Cooper, senior director of organization effectiveness at Informatica. "The content was a bit generic, and the navigation wasn't ideal as a just-in-time solution. It wasn't the best fit for our managers."

Current eLearning offerings weren't tailored to first-time and frontline managers. Cooper needed a solution that would meet the specific needs of this group of managers. He envisioned a blended-learning approach that combined Informatica's in-person workshops with a just-in-time resource that managers could access in the moment of need.

> "Jhana's just-in-time solution operates in sync with our coaching interventions and management workshops, helping us provide first-time and frontline managers with an exceptional blended learning experience."
>
> – **Simon Cooper, Senior Director of Organization Effectiveness**

FranklinCovey

Solution

Informatica rolled out *Jhana* to every people manager at or below director-level, serving a total of 450 managers.

Sixty HR and L&D employees who deal with talent development were also included in the rollout.

Results

Jhana adoption has been strong when compared to Informatica's previous eLearning solution, and better than the company has seen from other eLearning partners.

Cooper's team has also received overwhelmingly positive feedback about *Jhana* from both managers and HR alike. Since *Jhana* launched, some senior leaders who weren't included in the initial rollout have even requested access.

Overall, Cooper is very pleased with *Jhana*'s usage and high content quality. He's an especially big fan of *Jhana*'s newsletter, which drives managers to the platform every week with relevant tips and new content.

"We bought *Jhana* to support our first-time and frontline managers. As the just-in-time component of our blended-learning program for this audience, it's an ideal fit."

Informatica

Website
www.informatica.com

Industry
Data Integration Software

Number of Employees
3,600

Opportunity
Create an eLearning solution that would meet the specific needs of first-time and frontline managers.

Solution
Jhana®

Jhana
A FRANKLINCOVEY® COMPANY

Jhana disseminates relevant, bite-sized content and learning tools for managers and leaders. It further expands the accessibility of the FranklinCovey All Access Pass® content by providing just-in-time, "topic-specific" leadership and management content, as well as best practices and tips, in an easily digestible format.

FranklinCovey ALL ACCESS PASS®

The FranklinCovey All Access Pass® allows you to expand your reach, achieve your business objectives, and sustainably impact performance with unlimited access to FranklinCovey content. The pass comes complete with tools, assessments, videos, digital learning modules, and all of FranklinCovey's training courses—available Live-Online, On Demand, and Live In-Person.

For more information, contact your FranklinCovey client partner at 888-868-1776.

FranklinCovey