



# CASE STUDY 01

## HI-POTENTIAL MANAGEMENT AT HARPER COLLINS

**COMPANY:** Harper Collins  
**INDUSTRY:** Publishing  
**LOCATION:** United Kingdom  
**CATEGORY:** Talent Management



For this publishing client, we were asked to:

- Create a pilot six-month programme for the business which invested in their future leaders.
- Ensure that the programme was agile and modular.
- Provide experiential learning for 'rising stars with high potential' who are in their second to third role within the business.
- Ensure that there were opportunities for executive involvement.

The programme ran in 2017. Twenty people took part in workshops, coaching and networking which enhanced their:

- Leadership
- Digital Understanding
- Commercial and Strategy Experience

As a result of the programme, a number of their staff have been promoted to larger roles across the organisation and the programme has been commissioned to run again for 2018 - this time for a full twelve months.

**Your workspaces**

 Management & Leadership Hub 72 Resources	 Audio Hub 32 Resources	 Career Hub 94 Resources	 Commercial Hub 47 Resources
 Digital Hub 84 Resources	 Editorial Hub 65 Resources	 Gen.HCUK 13 Resources	 iReturn 29 Resources

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