



# CASE STUDY 10

## LEADERSHIP DEVELOPMENT AT DENTSU AEGIS

**COMPANY:** Dentsu Aegis  
**INDUSTRY:** Media  
**LOCATION:** United Kingdom  
**CATEGORY:** Talent Management



The Talent & Development Director at Dentsu Aegis wanted to refocus their 'Step Forward' Managers Programme which launched in 2016 to:

- Grow confidence and competence around specific people management skills which will enable the business to get the best from its people.
- Give consistency across the brands in the UK so every manager talks the same language and understands their role and responsibilities.
- Improve collaboration across the network – through the creation of a more supportive and inclusive community/environment.

This was a mandatory programme running across the UK business – from the Top 50 through to first-line managers – so the content had to fit a broad range of participants - a total of five hundred managers. We designed this bespoke programme for the business and created all materials which enabled the business to run the programme directly i.e. train the trainer.

*Jo is a true collaborator and is very generous with her time and knowledge to ensure that the teams she works with are up-skilled, so any approach is sustainable once the project has finished.*

**Talent Manager – Dentsu Aegis**

Dentsu Aegis UK  
STEP FORWARD:  
**YOUR  
MANAGEMENT  
TOOLKIT**

innovating the way brands are built  
dentsu AEGIS network

Prepared for HRBP Meeting August 2016



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### THE NITTY GRITTY

The who, when, how  
and how much

### OUR REACTION

We are hugely excited about this challenge and believe we can really support you on your management journey, which enables everyone to understand their role, responsibilities: individually, to their team, and the business as a whole.

Our approach blends thought-leadership of current and future trends with pragmatic and creative hands-on delivery which you and your team can take and implement simply and at pace.

Through our experience working across a range of businesses we believe we are in a unique position to support, coach and facilitate the change you are wanting to achieve.



We can take your managers to a great place.  
[Here's how:](#)

DAN UK// Step Forward