



Frank's International Aligns Its Talent Worldwide with a Proven Leadership Development Program

Since 1938, Frank's International has been setting the bar in tubular and oil and gas services worldwide. Building on its legacy of innovation, safety, and quality service, the organization draws its strength from its One Frank's company culture and values, which have fueled its competitive advantage. However, aligning a corporate commitment to excellence across approximately fifty countries and six continents requires exceptional leadership. Frank's created a global Leadership and Management Development program to better align leadership development opportunities worldwide. "As part of our One Frank's initiative," says Meta Rousseau, director of Corporate Learning and Development, "we are now providing enterprise-wide learning and development opportunities to our employees and connecting our leaders in a more closely knit, well-aligned global management team."

As we planned to implement this program worldwide across Frank's, our primary concern was excellence. We wanted to provide our employees with relevant, meaningful and enjoyable learning experiences through which we could strengthen our culture and build a well-integrated body of managers across the organization." For such a large endeavor, Frank's needed a strong partner with proven content, a global footprint and skilled facilitators.

"We wanted a true partner, a knowledgeable advisor who is clearly committed to continuous improvement," says Rousseau. "The proposal from AMA was head and shoulders above the rest. We knew what we wanted, and it was clear that AMA paid close attention to our requirements and made sure that they could meet them. Proposals are often just a canned response, but AMA's proposal was crafted for us and it made an important difference.... They asked questions, listened and advised, engaged in brainstorming, and fine-tuned everything to meet our criteria."

Frank's requirements included:

- A strong partner, globally recognized for consistent excellence
- A world-class, stable and proven leadership and management curriculum
- Global delivery capabilities
- A pool of seasoned facilitators who could provide experiential learning
- Public, open-enrollment classes available to supplement the initiative

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PARTICIPANT RESPONSE TO THE AMA EXPERIENCE IS OVERWHELMINGLY POSITIVE

“Engaging, real-life-scenario role-playing very helpful in learning to apply leadership style and development strategies.”

“Great techniques shared in a dynamic class.”

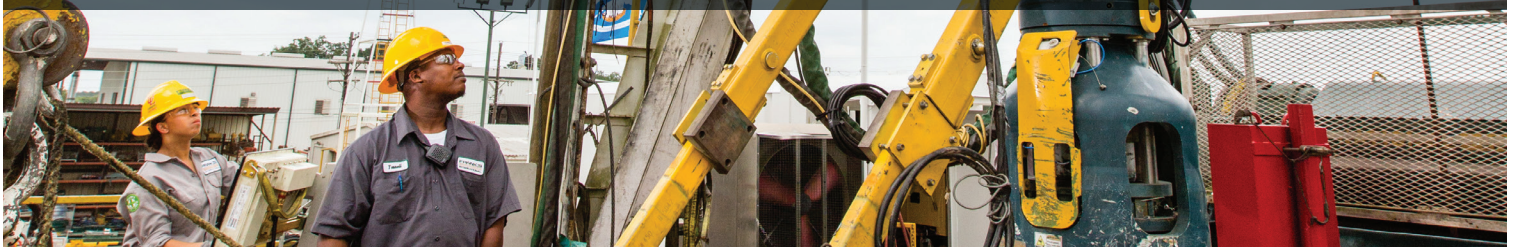
“Extremely worthwhile tools that I will be able to use in my everyday work.”

“I really enjoyed the course and the informal, fun approach to presenting the material. The facilitator is a wonderfully engaging presenter, very easy to listen to, and the course was just the right mix of theory and practical demonstration.”

“This has more than met my expectations. Everything discussed was relevant, engaging, and memorable.”

“The ideas, tools, and information given to us were very valuable.”

Frank's International and AMA Case Study



AMA Programs Offer Consistency and Scalability

Organizations are often hyper-focused on finding learning solutions that solve problems in the now. Frank's had the foresight to engage a partner who could support them in their future needs as well.

One of Frank's requirements was a partner who could deliver learning consistently, worldwide, with flexible curriculum offerings to accommodate future growth. Frank's also wanted content and best practices that could be offered internally through the Leadership and Management Development program as well as through public classes, so that if somebody missed a workshop or had an immediate need, they could attend a public class, enjoy the same quality learning experience and receive credit for the learning experience in Frank's Learning Management System.

AMA offers learning in a variety of formats to best fit an organization's needs and learners' schedules. Offerings include classroom and virtual facilitator-led training as well as digital micro-learning and on demand webinars across both public and corporate delivery platforms. Consequently, AMA is able to meet Frank's requirements today and in the future.

"Excellence is important to us and we consistently aim to provide only the best to our employees," says Rousseau. "AMA courses are implemented across a wide range of industries and organizations, in different countries and cultures around the world, and continuously refined in the process. This is an important benefit for us."

The Solution: A World-Class Leadership Development Program for All Levels

Frank's and AMA created a global Leadership and Management Development program with progressive levels to meet the needs of Frank's employees, including:

- Leadership and Management Fundamentals
- Finance and Accounting for Non-Financial Managers
- Leadership and Finance for Senior Management

Plus, specialized content such as:

- Virtual DISC training for the global HR staff
- 360 Implementation

"90% of the success of our Leadership and Management Development program is the way in which our workshops are delivered, and that's where AMA is a tremendous partner for us," says Rousseau. "We were looking for professionals who know how to facilitate learning, how to combine a variety of instructional strategies to maximize impact, and who would not be content to simply talk to a captive, passive audience."

Frank's new Leadership and Management Development program set new standards for excellence through its focus on participatory, interactive learning. Due to the positive response by employees, Frank's is now moving toward greater interactivity in additional curriculum areas. Managers who attended the AMA workshops are supporting a wider variety of instructional strategies and are asking for engaging exercises that enable employees to work and learn together.

"It is a privilege to work with a strong partner," says Rousseau. "It's all about relationships and understanding what the customer wants. When we encounter difficulties, we work through it toward common solutions. I'm sincerely grateful for the way we are able to work together with AMA across One Frank's."

