



“We didn’t see just one benefit
– we saw many”

About the company

Company: Studio Moderna

Training dates: October 2014 to April 2015

Number of people trained: 20

Positions in company:

1

Managing Director

2

Sales Channel Managers

7

Group Leaders

10

Top Performing Sales Agents

Pain Points & Training Objectives

Business Struggles:

It takes an average of 19 months and approximately 14€k to replace a high performing employee. We wanted to reduce staff turnover, increase efficiency and have more engaged teams.

Training Objectives:

Check the influence of “soft skills” training on tangible measurable, such as:

- ✓ Increase in nominal profit due to increase of employees efficiency
- ✓ Decrease in recruiting costs due to decrease in overall attrition percentage

Train our people on topics like:

- ✓ Clarity on personal values
- ✓ Increase self-awareness and awareness of others
- ✓ Understand motivation and improve conflict management

Pain Points & Training Objectives

What we measured:

- ✓ Revenue per hour per agent
- ✓ Gross Margin per hour per agent
- ✓ # of active working hours per month per agent
- ✓ Attrition of newcomers in first 1 week after employment (total)
- ✓ Attrition of senior agents

Type of training they received:

- ✓ 3 live training sessions with Anzelika Rudak
- ✓ Access to LPS
- ✓ LPI reports before and after

Business Impact After Training

Quantitative Results – measured 3 months after the training:

- ✓ Revenue per hour per agent – 15% improvement
- ✓ Gross Margin per hour per agent – 12% improvement
- ✓ # of active working hours per month per agent – 3% improvement
- ✓ Attrition of newcomers in first 1 week after employment – reduced by 50%
- ✓ Attrition of senior agents – reduced by 56%

Quantitative Results:

During times of stress, **our teams are calm** (resulting from the modules on stress management, self-awareness and positivity).

We've seen an improvement in **co-operation, support and respect**, which led to better results because of synergy.

We've seen proof that through self-development, our people are efficient in more than one area. It isn't just about sales, they're **happier and more engaged**.