

**TECHNOLOGY****Global Technology Company Achieves Boundary Spanning Leadership Development with Customized Virtual Program**

## CASE STUDY

**CLIENT PROFILE & CHALLENGE**

Pitney Bowes is a global technology company that helps power billions of transactions, both digital and physical, to facilitate global commerce in a variety of ways. Pitney Bowes has served 90% of the Fortune 500 companies and more than one million businesses total, and they've been in business for almost 100 years. Whether it's providing data so businesses can best market to their customers, securing payments, or enabling package shipment, Pitney Bowes thrives by helping its clients navigate the complicated realm of commerce.

Pitney Bowes had been investing in leadership development solutions for years, but it needed a partner to deliver a completely virtual learning experience that would help change behaviors across the company's vast network. The fact that Pitney Bowes' leaders are spread out around the world with many of them working remotely or from multiple offices made a virtual solution the most logical and budget-friendly option. Plus, the company's leaders recognized that learning is not a single event, but an ongoing experience, making a continued online program ideal.

**CLIENT:** Pitney Bowes, a global technology company  
**LOCATION:** Headquartered in Stamford, CT with locations around the world  
**SIZE:** Over 13,000 employees worldwide





## SOLUTION & RESULTS

Pitney Bowes chose to work with CCL in part because of our reputation as a thought leader within the leadership development industry. The company also needed a partner who could provide an engaging virtual experience that could be customized to the organization's unique needs.

Angela Spears, Learning Consultant at Pitney Bowes, explained that while some company leaders were initially skeptical of a virtual education program, they were impressed by the way CCL provided flexibility in designing and adjusting the course along the way. The collaborative process included a test run, post-session follow up, and changes based on participant feedback. "We saw true commitment from CCL to ensure that our participants are happy and that we're happy as a client," said Spears.

Pitney Bowes contains a variety of business units, some of which operate in distinct silos due to the company's growth and acquisition process. Company leaders were able to break down those barriers thanks to the boundary-spanning aspect of the leadership development program. Participants and stakeholders who were initially doubtful were pleasantly surprised by how engaging and effective the online program was, adding that they enjoyed it and benefitted greatly from it.

Evaluations at the end of each session revealed how participants were experiencing the program. Insights from the surveys allowed Pitney Bowes and CCL to adjust course along the way and maximize the return on the investment.

As of now, 3 cohorts of company leaders from multiple countries and continents have successfully completed the 14-week program. Every session includes in-the-moment feedback on the delivery which is then incorporated into the next session to maximize effectiveness. This ensures that participant satisfaction and overall program impact continue to improve with successive cohorts.



*One of the challenges we were faced with was, how do you change behavior with a learning experience that's completely virtual? CCL was up for the challenge of delivering a leadership development solution completely virtually.*

—Angela Spears  
Learning Consultant for Pitney Bowes

## PARTNER WITH US

We can work with you to customize effective and scalable virtual leadership development solutions that transform your leaders – wherever they are. Learn more at [ccl.org/onlinelearning](https://ccl.org/onlinelearning)

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