



INDUSTRIALS CASE STUDY

\$12B Conglomerate Realizes \$100M IN VALUE Through Partnership with Aligned

\$100 Million

In value realized based on negotiation activities from a wide range of deals

431 Trained

Number of people trained in the first year of roll-out

99% Satisfaction

Aggregate scores post training across all sessions

**All data above is from 2023 activity*

The Challenge

As a complex organization in the industrials industry with 25,000+ employees from 100+ individual companies; consolidating language, processes, and resources is a near impossible task. With new leadership, and a new vision, this conglomerate wanted to reimagine their approach to negotiation with a multi-level and scalable training and coaching offering.

The Solution

Over the course of six months, Aligned and this organization created a Negotiation Council from leaders across their major groups. Each leader worked together with Aligned to understand the specific and general needs of the business to tailor the learning journey, processes, and tools. After a series of pilot programs, we cascaded development across all teams through our Fundamentals, Intermediate, and Advanced Core Workshops. For continued learning and success, we also loaded a suite of as-needed resources such as the Video Series, planning tools, handouts, and walkthroughs directly on their HRIS and LMS.

The Results

In the first year of executing our tailored plan, 431 employees attended a range of virtual and in-person trainings, resulting in overwhelming success. The industrials conglomerate was able to attribute \$100 Million in value back into their business based on negotiation activities. This client is still on their journey and continues to see financial metrics, employee satisfaction, and retention boosts across the business. Now they have a clear curriculum on the topic of negotiation, simplified and complex planning tools, and resources every employee can access at all times.

Aligned.

Interested in learning more? Reach out to us at hello@alignedplatform.com or visit us alignedplatform.com

“Loved it and found a ton of value. I will be pushing to get my entire team trained and institute as a core fundamental for new employees moving forward.”

— EXECUTIVE @ INDUSTRIALS COMPANY