



DRIVING FOR SUCCESS

Harley-Davidson Motor Company — Fortune 500 premiere-brand motorcycle manufacturer

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NEED

Harley-Davidson needed to identify ways to increase the effectiveness of Work Group Advisors (frontline managers) at its manufacturing facilities and to achieve better retention among this group. It was determined that more effective development of these supervisory roles would improve productivity, quality, safety, efficiency, and skill development.

OUR SOLUTION

Psychological Associates® first conducted over 100 interviews to determine how training in this crucial position could be more effective. With this input, we designed a custom development program that is the foundation of a three-day coaching skills workshop, known as “Boot Camp,” for all new Work Group Advisors. Participants learn behavioral skills and practical techniques for coaching more effectively, both for informal situations on the factory floor and during formal one-to-one meetings.

The workshop applies Psychological Associates’ proven learning techniques that emphasize learning by doing — practicing real-life coaching situations in teams and receiving feedback that participants can apply immediately on the job. Participants also attend a follow-up Boot Camp Phase II, which focuses on performance analysis and improvement. Hundreds of Work Group Advisors have now participated in this program at three Harley-Davidson manufacturing locations.

RESULTS

Work Group Advisors are better equipped to succeed, and retention has increased at these positions.

