

# SoftBrands™ On Leadership Training:

*Building a Strong Leadership Culture to Meet Its Mission*

SoftBrands philosophy . . . By taking care of their employees through training, they can do a better job of taking care of their customers.



“From the executive pool, twelve managers were chosen to be sponsors. The sponsors customized each module to SoftBrands’ environment. The sponsors then delivered the training to employees who served as facilitators to train all our managers throughout the SoftBrands’ world.”

**Terry Peterson**  
Vice President  
Global Support Services

## The SoftBrands™ Background

SoftBrands™, headquartered in Minneapolis, MN, is a global leader in providing next-generation enterprise software for businesses in the hospitality and manufacturing sectors.

With more than 4,000 customers in over 60 countries, SoftBrands™ has established a worldwide infrastructure for distribution, development, and support of enterprise software. Their sales and service centers are located in Australia, India, China, South Africa, the United Kingdom, and North America.

Today there are over 600 SoftBrands™ employees involved in a wide range of highly technical pursuits, which include software creation, sales, and service. These employees have contributed to twenty years of excellence in serving customers and because of the ever-changing nature of their business; SoftBrands™ sees employee development as a strategic imperative.

## The Benefit

Leadership/Supervisory training gives employees the skills and the confidence to perform at a greater level. Easily customizable to the organization’s environment, the Leadership Series training has been provided to all Global Leaders at SoftBrands™, delivering consistent management practices throughout the company.

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# SoftBrands™

## The Approach

Terry Peterson, Vice President, Global Support Services: “This training has helped change the culture – people are focused on behaviors of individuals and making a conscious effort to utilize the skills taught in this program to better manage performance, resolve conflicts, delegate, and support change while building the self-esteem of all employees. The training has worked so well, that SoftBrands™ is now providing this same training to promoted or recently hired managers and people who aspire to leadership positions in the future.”

In 2003, SoftBrands™ launched a leadership training session focused on leading change to 100 senior leaders, department leaders, and team leaders. The program provided important philosophical grounding and understanding about leading change initiatives, but was short on core management skills.

To buttress this, SoftBrands™ chose Vital Learning’s Leadership Series that provided the leadership skills they felt their people needed. They chose the Series because it met all of their criteria:

- Broad range of topics presented as a curriculum.
- Focus on practical, skills-based learning.
- Flexible enough to allow for mild tailoring to suit their environment.
- Up-to-date concepts, including video.
- Modular to allow for flexible application.
- User-friendly leader materials to allow for delivery by line managers.

## How They Do It

Jocelyn Miller, Human Resource Manager, Americas who is responsible for coordinating SoftBrands™ training stated “Vital Learning Training provides skills our managers need in their day-to-day activities. It has enabled SoftBrands™ to invest in our people and improve our leadership skills by establishing consistent management practices and language throughout the global SoftBrands™ community. For example, the SMART goals process in “Developing Performance Goals and Standards” helped us formalize our performance management program.”

SoftBrands™ chose a unique approach to conducting the Leadership Series training. To assure top management support and involvement in the leadership training, 12 senior managers across the globe were asked to serve as “Module Sponsors.”

The sponsors’ role was to:

- Review and modify the content of the module to assure that it fit SoftBrands’ needs.
- Revise/enhance the generic Vital Learning PowerPoint to reflect SoftBrands™ “look” and other changes.
- Educate all module trainers about the content, specific issues, and opportunities associated with the module.
- Teach the module at the location where the trainer was located.

SoftBrands™ acquired several full sets of leader materials for use at all of its major worldwide locations.

The initial rollout of the Vital Learning leadership program was aimed at incumbent managers at all levels, including team leaders and others with current direct leadership responsibility.

“All employees with management responsibility received the same training – to establish common terminology and tools used worldwide when leading and managing people,” Peterson said.

SoftBrands™ is offering the entire series again to those who are new to the organization and to people who aspire to leadership positions in the future.

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To discover how Vital Learning’s Leadership Essentials curriculum can help your managers lead more effectively—call 972-578-9000 or visit [www.tradesecrets-training.com](http://www.tradesecrets-training.com).

