

Girl Scouts of Kentucky's Wilderness Road Council Case Study



Creating a Winning Culture

BUSINESS PROBLEM

On a national level, GSUSA was implementing a major organizational sales transformation that included updating systems, processes, and practices to support their new sales approach to customer service and member recruitment. With the new sales strategy on the horizon, the Girl Scouts of Kentucky's Wilderness Road Council's newly appointed Chief Executive Officer and Chief of Staff recognized that before they could successfully adopt the national sales strategy, they would first have to completely change the Council's current disjointed and chaotic business model. **The Council was deeply rooted in a stagnant legacy culture of tenured leaders who began their career at GSKWRC and did not relate or empower millennial workers which caused an atmosphere of distrust and staff attrition.**

TTA SOLUTION

The Council needed a third party perspective with the training expertise to transform their organization so they partnered with The Training Associates (TTA) to customize and deliver a leadership development training program. TTA provided a high-energy expert learning and development consultant with over 20 years of experience designing and facilitating behavior-based sales, coaching, and leadership training — to influence the critical change in organizational behavior needed. **TTA provided the Council with consulting, instructional design, onsite instructor-led training, virtual instructor-led training, and coaching services.**

BUSINESS RESULTS

What was an anticipated sales training initiative, turned into a tremendous opportunity to foster a critical change in organizational behavior and culture. The professional leadership development program completely transformed the Council. **"One of the greatest achievements of our organizational transformation is to see firsthand the professional growth by our staff," said Susan Douglas, CEO at the Girl Scouts of Kentucky's Wilderness Road Council.** Staff turnover decreased 22%, membership renewals increased 10%, and membership retention increased 10% in two years. **The project was so successful we won a prestigious Brandon Hall award.**



www.thetrainingassociates.com
508-890-8500
info@ttacorp.com