

Chapman & Co. Leadership Institute

Virtual Classroom

If there were ever a time that demands rapid adaptation and learning, it is now.

Even before COVID-19, organizations were challenged with developing people to keep up with the speed of change. Now with even more uncertainty, preparing resilient leaders and teams is critical to success.

This platform was designed especially for what you're facing next.

- A customized learning and development solution that fits your organization's urgent and long-term needs
- Ideas and practices that can be put into action immediately
- Designed for individuals or an entire team for continuity and shared experience
- Curriculum designed to be completed within 3 months
- Delivered virtually for easy, remote access
- Collaborative and interactive
- Cost effective —so everyone can access critical learning during this time

63% of CEOs surveyed say
50-100% of their
workforce needs to
completely reinvent their
skills over the next **3** years.

Deloitte Human Capital Report

According to a recent
World Economic Forum
report more than **50%** of
all employees will require
significant re-skilling and
upskilling in just **3** years.



High Impact Learning from Anywhere



Apply Learnings
to Their Work



NPS (Avg.)



Rate Learning as
Highly Engaging

“Your virtual training added enormous value, focus and assistance in navigating changing circumstances, not only for us in our company, but also in helping our clients do the same. Not only did you provide practical content, but you guys set the benchmark for professional presentation and audience engagement – just brilliant.”

We Know Leadership for Today

Demands on leaders are changing fast. While traditional skills are still required, leaders are also expected to navigate increased ambiguity and complexity and to elevate their people skills—quickly. Topics like culture, diversity, trust and transparency are more important than ever and leaders need to be able to keep up with ever-changing customer and workforce expectations.

At Chapman & Co. we continuously create and adapt new learning programs to develop future-ready leaders and help organizations thrive.

We Know Leading People Through Change

Change is in our blood. Our roots lie with our parent company Barry-Wehmiller, an organization known for 110+ successful acquisitions and integrations and for ongoing culture transformation. We were built to help other organizations succeed in times of change and uncertainty.

Change is a constant and we're here to help you stay ahead.

We Know How People & Organizations Learn

We developed a specialized approach to learning and development based on how adults learn best and make lasting behavior changes.

We know adults learn primarily through experience. Providing an environment for learners to frame and apply information to their past and current experience is critical.

We know that each of us is wired to process information differently. Our programs offer a variety of tools to fit many ways of communicating, processing and retaining information.

To be effective, learning must be personalized, accessible, relevant to current needs and integrated into day-to-day work. If learning is not used right away, it fades away. Our goal is to create a culture of continuous learning inside organizations we partner with. We empower participants with resources designed to be shared beyond the classroom – improving overall practices and the long-term health of the organization.

We can't deliver training like we used to.

(And maybe that's a good thing.)

There are actually some benefits to virtual learning, it:

- Maximizes training budgets
- Reduces total instruction time
- Eliminates travel
- Provides flexible, self-directed learning
- Is easily customized for immediate needs
- When done well, it still allows for the human interaction that is critical to learning.

“The Chapman & Co. program helped me to move from panic and worry to a place that allows us to develop a path forward. The customized learning is helping us to become a better company as we move forward.”

Learning Format



- 30 Minute Practice Sessions
- 60 Minute Courses
- 90 Minute Intensives



- Sustainment Activities
- Learning Guides
- Practical Tools



- Live Instruction
- On Demand Recordings
- Interactive Format

Leadership Topics and Technical Tracks

Organizations often promote the best doers into the position of leadership. We don't always acknowledge that their job has fundamentally changed. In addition to being the expert, you are now asking them to build new experts. For established leaders or the newly promoted, our leadership development courses provide the training that enables people to succeed in the role of leadership. Paired with technical skill development in continuous improvement, customer service, strategy and decision making, our curriculum is available to mix and match for every role in your organization.

Role Specific Training

Aspiring and First-Time Leaders
Front Line Leaders
Middle Management
Senior Leaders
HR and Learning Professions

Curated Development

Leadership and Communication
Inclusion
Strategy and Decision Making
Continuous Improvement
Customer Service

How it Works



Subscribe as an individual, team, or entire organization. All coursework is available to everyone with a license. We partner with you to identify a custom path based on role as well as topical focus areas. Curriculum are designed to be completed within three months with multiple opportunities to attend each session live and recordings for when our schedule does not match yours. Included for all participants:

- Communication templates for internal promotion
- Custom curriculum pathways designed to match your leadership competencies, development frameworks and role-specific skills
- Digital worksheet, tools, and learning sustainment
- Multiple interactive formats designed for how adults learn and all communication profiles

"Beyond how great the information was, the flow was 5 star as usual. It felt so good to hear from experts. I am always so impressed with your team's relentless commitment to people."

Leadership Curriculum

Front Line and Aspiring Leaders

Listen: Develop better relationships and make more informed decisions

Confront: Navigate challenging conversations

Recognize & Celebrate: Appreciate your people and drive engagement

Set Goals: Measure what matters and align your team

DISC Assessment: Increase self-awareness and build stronger connections with others

Feedback: How to deliver powerful and effective feedback while managing conflict

Lead Meetings: In-Person or virtual, how to make time with your team more effective

Lead Projects: Set the scope and encourage others

Middle Managers

Trust: Build resilient and high performing teams

Decision Making: How to decide when everything is important and urgent

Effective Teams: Utilize the science behind why some teams outperform others

Change Management: Effectively lead people through uncertainty

Coaching: Increase your team's leadership and problem solving capacity

Accountability: How care for people and inspire them to do more

Senior Leadership

Emotional Intelligence 1: What is it? Why does it matter? How do you develop it?

Strategic Planning: Deploy your strategic plan to gain engagement at all levels

Authenticity: Ground and align your leadership with personal values

Emotional Intelligence 2: Make decisions and engage others

Organizational Communication: Engage, inform and inspire your organization

Define Your Organization's Purpose: Engage your team in what matters most

Change Derailers: Discover the roadblocks to personal and organizational change

Culture: Why it matters and how to build one that performs

While executives overwhelmingly agree that leadership development of their new and recently promoted managers is critical to future success, almost 60% of front line managers never receive training for their first leadership role. Compounding this challenge? We often promote the best "do-er" in our organizations without telling them their job as a leader has fundamentally changed.

Provide foundational skills to your newly promoted, your front line and your aspiring leaders, preparing them to lead others, navigate change and manage conflict.

Middle managers are often caught between two critical functions: 1. interpreting and implementing strategy and, 2. caring for the front line. This requires an ability to think strategically, make a myriad of decisions, coach others and build teams rooted in trust and accountability. Successful leaders balance efficient execution with investing time in the development of their teams.

Charged with setting direction, building culture and leading people, senior executives must balance the needs of the business with investing in people.

Our coursework is designed to increase leadership capability by allowing participants to reflect on current, real-life challenges and apply relevant thinking to solve critical issues.

Topical Tracks

Diversity, Equity and Inclusion

Include 1 – Rethink Diversity in the Workplace (Part 1)

Include 2 – Rethink Diversity in the Workplace (Part 2)

Listen: Develop better relationships and make more informed decisions

Trust: Build resilient and high performing teams

Customer Service

Create a culture of service

Implement a service cycle internally and externally

Increase customer trust

Four types of customer loyalty and how to build each one

Acquire customers - inbound vs. outbound

Gather the voice of your customer

Continuous Improvement

Mindset and philosophy

Implementing Plan, Do, Check and Adjust

Decision Making Tools

How to Improve any Process

Visual Measurement and Engaging your Team

Increase Customer Trust

Organizations with inclusive cultures are eight times more likely to achieve their goals and have better decision-making within teams. However, according to the Society for Human Resource Managers (SHRM), hiring a diverse workforce doesn't automatically translate into having an inclusive culture. It's something that needs to be built intentionally. Building an inclusive work environment requires a focus on mindset and behaviors.

Your customer experience will never exceed your employee experience. Proof? Think of a company you consider to have excellent customer service. Chances are, they are also known for a strong culture. Build both by deploying leadership training alongside dedicated customer service skills that focus on both the internal and external customer.

According to Inc. Magazine, 75 percent of what builds a great culture is not the perks or even who you have at the top – it's the way you've designed your systems and processes. Continuous Improvement is essential from both a business and culture perspective. Systematize listening to people and remove frustration in the workplace to realize gains in efficiency and productivity.

"The Include session was extremely enlightening. I actually cannot find the words to describe its impact on me and how I view the world. I've certainly become more aware of my role in this and the choices I make. It's given me further insight to diversity and inclusion that I am now able to share with the leadership team as we continue to strengthen our leadership journey."