



DALE CARNEGIE®
TRAINING



CUSTOMER SUCCESS STORY

CUSTOMER

Giant Food

CORPORATE PROFILE

Headquarters

Landover, MD

Type of Business

Grocery Retail

Number of Employees

Over 27,000

Details

Founded in 1936, the organization currently operates 202 Giant Food and Super G supermarkets in Maryland, Virginia, Delaware, and Washington, DC.

"Quality of life is always the big issue in grocery retail. Dale Carnegie Training is key in helping our people to create balance. You can see and hear the difference in our stores. The stress level is lower. People are smiling. Customers are treated well. The improvements to our managers' quality of life makes them more productive in their jobs and makes us more successful in our industry."

- Nancy Crisafulli
Manager of Training



Dale Carnegie Training Bolsters Productivity and Success at Giant Food

In the fast-paced world of grocery retail, employee burnout is a common occurrence. The combination of long hours and intense pressure is wearisome and can take its toll on even the best managers. The merging and purging taking place in the industry promises to only increase the demands placed upon store operators.

As Giant Food merged with corporate sibling Stop & Shop, the company "had some excellent operators with great technical knowledge but limited leadership experience", according to Nancy Crisafulli, Giant's Manager of Training. The company was faced with the daunting challenge of finding qualified people among its ranks to promote up to management positions.

Dale Carnegie Training adjusted the structure of the Dale Carnegie Course to adapt to Giant's changing priorities. Individuals were also coached to challenge their comfort zones and explore how to proactively respond to many different types of real world work situations within the safety of the class environment and their peer group.

Despite an immense amount of change, many of the people who have remained in



positions of responsibility are Dale Carnegie graduates. The thriving Dale Carnegie alumni network has drawn the different aspects of the Giant organization closer together and contributed to dissolving communication barriers that once existed between the corporate and operations sides of the business.

The company's dedication to its employees' personal growth and professional development has helped maintain a sense of pride during the merger and acquisition. With the help of Dale Carnegie Training, Giant Food created a shared managerial vision and a workplace where all employees can be engaged in the ongoing mission and success of the company.

CHALLENGE

Following an intense period of a management merger, many of Giant's long-term employees had left the company, while additional staff suffered the effects of downsizing. The stress and uncertainty diminished the company's performance standards and challenged the company to find qualified people within the organization to promote up to managerial positions.

SOLUTION

Dale Carnegie Training adjusted the structure of the Dale Carnegie Course to adapt to Giant's changing priorities. Alternating classroom study with periods of on-the-job work, the course challenged Giant's employees to apply the tools and techniques they learned to their daily tasks, preparing them to embrace a more balanced and flexible management approach.

RESULTS

The training had a stabilizing effect on Giant's workforce and helped improve morale across the company. While managers have grown in confidence and self-awareness, they have also become more productive and more successful in their relationships, cultivating a common culture based on trust, respect and empowerment.