



DALE CARNEGIE®
TRAINING



CUSTOMER SUCCESS STORY

CUSTOMER

Weis Markets

CORPORATE PROFILE

Headquarters

Sunbury, PA

Type of Business

Retail - Grocery Stores

Number of Employees

18,000

Details

Founded in 1912, Weis Markets is one of the most successful super-market companies in the nation, operating more than 157 stores with total revenues of 2.1 billion.

"Look at our financials and you'll see that Weis Markets is having a very solid year. Dale Carnegie helped us to institute the understanding that the better we take care of our internal customer - the better we'll take care of our external customer. The impact of the training shows on our bottom line."

Jim Kessler

Human Resources Director



Dale Carnegie Training Impacts Weis Markets' Bottom Line

Remaining successful in a competitive market sometimes requires corporate restructuring and reorganization. However, internal uncertainty and resentment due to changes can quickly derail an organization's restructuring efforts if the change processes are not managed sensitively and effectively.

Weis Markets, a successful supermarket company with over 18,000 employees, initiated a store level realignment to streamline its operations. While many of Weis' managers learned the technical aspects of their jobs, they were unprepared to address staff's concerns about the changes taking place within the stores.

Dale Carnegie's coursework was engineered to support managers in cultivating cultures where teamwork could thrive and employees felt empowered to contribute and participate in the long-term success of the store business. "We helped managers understand that it's not that people don't like change; it's that people don't like to be kept out of the loop



on change", comments Jack Messenger, Dale Carnegie's VP of Instruction.

By investing in training, Weis bolstered morale, grew its talent from within and staved off the rumor mills and politicking that could have turned its corporate realignment initiative into a public relations nightmare.

Short-term thinking was replaced with long range tactical planning as managers set performance goals for themselves and their teams. The employees began to take pride in their work and became more detail oriented and goal focused, producing measurable results for Weis Markets.

CHALLENGE

As a result of structural changes in Weis stores, store managers prematurely took over the responsibility for store level performance and supervision. They needed more experience and training in addressing staff's concerns regarding the transformation.

SOLUTION

Dale Carnegie's training curriculum and approach introduced a new management paradigm - one that emphasized leadership, team building and ownership. Managers learned to cultivate a culture where employees felt empowered to contribute and participate in the long-term success of the store business.

RESULTS

The staff's attitudes shifted from a place of resentment to one of empowerment, customer service improved, productivity soared, and store profitability skyrocketed. As a result store sales increased by 3% and revenues shot up to \$2.1 billion.