

Empowering Leaders, Rising to meet the Challenge

A Leadership Development Case Study from Our Work with Panera Bread

CHALLENGE

Develop a leadership training program for thousands of managers of the associates charged to maintain an excellent customer experience amid a global pandemic.

The award-winning team at AllenComm developed a solution of blended, digital, and instructor-led leadership training with the aim to:

Scale to meet the demand of training learners in more than 2,000 locations.

Innovate to create an engaging blended learning solution that would maximize their power to build company culture and a successful customer experience.

Impact through a successful transformation in the way Panera developed its next group of great leaders.

To design and develop the training, we made use of our proprietary Proven Design Process that included the following steps:

DISCOVER

- Rapid Analysis
- Impact Brief
- Proposed Solution

DEFINE

- Performance Mapping
- Communication & Measurement Plan
- Content Readiness

IDEATE

- Brainstorms
- Workshops
- Design Brief

VISUALIZE

- Rapid Prototypes
- User Testing & Iteration
- Course Outlines

BUILD

- Alpha Version
- Beta Version
- Iteration

ROLLOUT

- Pilot & Refinement
- Measure Results
- Continuous Improvement
- *Optional Apply for Awards*

“AllenComm is very open to collaboration and feedback but came with a strong point of view. The expertise level is impressive, and the people are a real pleasure to work with. Felt like an extension of our team and that the commitment level to success never wavered.”



Scott Millward
Senior Vice President,
Learning and Development, Panera Bread

Encourage new leaders to practice and apply new skills

Leadership

Increase internal

Promotion

rates

Retain

Skilled

employees

ANTICIPATED RESULTS

Improve

Quality

of food and speed of service

Cultivate a food culture that celebrates

Sustainable

and nutritious food

Build a

Diverse

and supportive community

14 AWARDS WON

Gold Brandon Hall Excellence Award
in Technology in Best Advance in Software for a Training Company

Bronze Brandon Hall Excellence Award
in Technology in Best Advance in ILT Management and Delivery

Silver Brandon Hall Excellence Award
for Best Advance in Creating a Learning Strategy

Silver Brandon Hall Excellence Award
for Best Unique or Innovative Leadership Development Program

Gold Horizon Interactive Award
in Restaurant / Food Industry category

Gold Horizon Interactive Award
in Training / eLearning category

Silver Horizon Interactive Award
in Video – Instructional category

Bronze Omni Award
in Education

Silver Omni Award
in Education Website category

Gold Davey Award
for Websites: Feature Best use of Navigation

Silver Davey Award
for Websites Training

Silver Davey Award
for Advanced Leadership Development

Silver Summit Award
for Education Website

Silver Summit Award
for Advanced Leadership Development