



PEAK DEVELOPMENT

Building a Development Culture



Client: Fast-Growing Pharmaceutical Company



Project

A Corporate University



Business Challenge

The challenge was to figure how to build a development culture across a fast-growing company to support the goal of building a world-class organization.



The Peak Development Solution

Peak Development designed and launched an integrated, competency-based, enterprise-wide professional development system in the form of a corporate university. Components of the university included:

- ▶ Core & elective tracks of development;
- ▶ A web-based learning center, complete with the capacity for individualized development planning, library resources and access to a wide array of on-line, self-directed learning modules; and
- ▶ Intensive development, incorporating 360-degree feedback and customized development planning for key leaders in the organization.

Peak Development worked with the company to provide the system architecture, establish and design the university curriculum, develop the faculty, and engineer the interactive, online environment. Throughout the project, our focus was on building internal capacity and transferring the development capability from our staff to the internal development team.



Results

The university is alive and well today and serves as a powerful platform for creating a development culture; additionally, it generates the side-benefit of providing an important attraction and retention mechanism for the company.