



SUSTAINED BUSINESS IMPACT: A CASE STUDY

BAKER HUGHES

What is the true measure of a successful training program?

The answer can be summed up in 3 words: ***Sustained Business Impact.***

At 2logical, our transformative approach of blending Belief/Mindset training with Skill/Process training has enabled us to do just that... create long-term Sustained Business Impact.

A Case Study of Prolonged Business Impact:

In 2007, Fortune 150 Company Baker Hughes retained 2logical to design and implement a Global Sales Leadership Development Program. As a Leader in the Energy Sector, Baker Hughes recognized rapid growth in market opportunities, yet felt they needed to strengthen their Sales Leadership Talent to properly coach and mentor their direct sales organization in order to seize these emerging opportunities.

11 months after the initial wave of training, which included 437 participants on three Continents, Charleen Allen, The Director of Global Learning at Baker Hughes, conducted a training survey to evaluate the effectiveness of 2logical's training. What happened next amazed her, as she received letter upon letter from employee participants explaining in great detail how 2logical's training impacted their lives both professionally and personally; a response from survey participants she had never seen in her 30+ year career.

However, this wasn't even the most revealing aspect to the survey. This revelation was captured in the last question on the survey, "***How often do you use what you learned from the 2logical training?***" the options were straight forward: Never, Quarterly, Monthly, Weekly, or Daily.

93% of the training participants said they used what they learned in 2logical's training on a *daily* basis.

While these results in and of themselves are far from typical, what is most telling are the actual words of the participants over the course of the 8 years that followed.

WARNING: THE FEEDBACK YOU ARE ABOUT TO READ IS EXTREMELY DIFFERENT THAN THAT RECEIVED FROM TRADITIONAL SKILL/PROCESS BASED TRAINING. AS SUCH, BE FOREWARNED THE BUY-IN, IMPACT AND TRANSFORMATION ON PARTICIPANTS AND THE ENTIRE ORGANIZATION WILL SEEM ALMOST TOO GOOD TO BE TRUE; WITH ONE LARGE EXCEPTION - **THEY ARE ALL 100% TRUE.**

1 DAY AFTER THE TRAINING

Meet Ken - A true skeptic before the training, a true believer after the training:



I want to thank you for the experience of a lifetime. Going into this class, I was skeptical and prepared for it to be a waste of time. I was actually hoping that a “fire” would crop up somewhere, and I would be required to step out and help put it out, and possibly get out of class. By the end of Day 1, I realized that this class was like no other. I was amazed as I watched the class transform in just a few days, and these are successful, experienced sales leaders within Baker Hughes – and the way they view their jobs was changed in a very short amount of time. My mind was changed as well, and I have begun a new journey in my life, which I am looking at not as a new chapter, but a new volume in my professional and personal life. I have already found myself using the techniques we learned, and I look forward to tomorrow when I can continue developing into a better leader while helping our company and other people grow.

A quick story – since the first of the year, I have lost about 40lbs. (Yes, playing soccer with 40 less pounds is easier!) As you could imagine, the clothes I wore before don’t fit me anymore, and I ended up stacking them in a corner of our bedroom. My wife has asked me many times what I was going to do with my “big clothes”. I told her I didn’t know, but in my mind, I was keeping them in case I needed them again. I woke up this morning, stuffed them in a bag, and gave them away to Goodwill. My wife asked me why I decided to get rid of them now. I simply told her that I don’t need them anymore. Thank you!

All the best!

Ken M.
Field Manager
Baker Hughes | Petrolite – Industrial Division

1 WEEK AFTER THE TRAINING

Meet Angela - A seasoned professional from across industry, participant of numerous World Class Leadership courses. Yet new to 2logical’s Belief/Mindset training:



First, thanks for leading our class last week. It’s clear that you have a passion for helping people and I can say without a doubt that you’ve had a significant impact on myself and the rest of my team. I’ve had a number of leadership classes in my career including courses developed for IBM (where I worked for 7 years) as well as a course at Harvard. I can easily say that I have more actionable take-aways from this course than any I’ve had previously. At the end of the day, it’s all about what you do after the learning and your teaching prepared us well to act - thank you for that.

Director, HCC Sales
Baker Hughes | US Land

11 MONTHS AFTER THE TRAINING

Meet Todd - A newly appointed Operations Manager who put our training immediately to use and watched as the results unfolded:



When I went to your class last September I was not sure what I was going to do to change the attitude of the people of the yard that I had just been moved to manage. Once I got back to the office I went to work re interviewing my people and getting a feel for their concerns and goals. After gathering all the information, I put a plan together regarding a mission statement and our goals. Then we ironed out the High Payoff Activities that would help us meet these goals. One common theme that I heard from the guys was that they were tired of hearing how great the Odessa yard was and how they should just do things like Odessa does them. So I asked them as a group, "What have you done to change that?" They could not give me an answer so I told them, "If you don't like something change it, don't just complain." So this was how we got our Mission Statement of "Setting the Standard". I told them that if we perform to the best of our ability then we will make people say, "Look at how Hobbs does it. That is how things should be done". I have our High Payoff Activities posted in the main foyer of our office for our employees and customers to see.

*We have since **more than tripled our monthly revenue numbers** and have done so without giving up our flawless execution. My area manager is also using our perfect inventory score as an example to other districts in our area. He has told me that he is always telling our corporate leaders how great we are doing in Hobbs. I forwarded an e-mail that was sent from our Vice President to my boss and I saying that he hopes the other yards will be able to meet the bar that was set by Hobbs and he also added, "This is how we will Set the Standard". My boss told me that he has noticed a huge difference in the morale of the yard since I have been here. I am confident that without the instruction of 2logical and the quotes that I get from you that I would have never been able to achieve the level of greatness that we have here in Hobbs. Your company will continue to be very instrumental to my success as a manager in the future.*

Thank you.

**Todd H. | Operations Manager Hobbs N.M.
Baker Hughes | Baker Oil Tools/Hobbs/ Completions & R&S
www.bakerhughes.com | Advancing Reservoir Performance**

2 YEARS AFTER THE TRAINING

Meet Malissa - Trained as a Country Manager and promoted shortly after to the Director of All Sales Operations in Europe, Africa, and Russia; a challenging new assignment in difficult market conditions:



*I wanted to drop you a quick note and share with you that my results in my new role last year were beyond even my expectations, and I directly attribute this to the lessons we learned in your course. End result was an extra **\$20M revenue** and **\$6M margins (21% YOY growth in a flat market)**. Will have to tell you the story when we cross paths again!*

Best Regards,

Malissa B.
Sales & Marketing Director - Europe, Africa & Russia Caspian Region, Baker Hughes

8 YEARS AFTER THE TRAINING

Meet Jerome - An Account Manager trained in Dubai in 2007. Jerome leveraged 2logical's principles and strategies daily and after several promotions, still writes to 2logical in 2015 as a Managing Director - Vice President:



Never a week goes by without referring to the material I learned from you. You have left a big impact on me and the ingredients are working as I can humbly say that things are going very well at my end.

Currently I am residing in Cairo and would love to host you if you are in this part of the world.

Keep in touch and have a fantastic 2015.

Jerome J.
Managing Director - Vice President - Baker Hughes

EPILOGUE

In 2010, 2logical Sales Leadership Training was credited with over \$100 Million in captured new sales because of the enhanced leadership decisions and execution of new sales strategies during the Gulf of Mexico oil spill crisis.

In 2014, Baker Hughes terminated all consulting/training contracts across the entire company in financial defense to the severe contraction that has occurred in the Oil/Energy service Industry, with the exception of one...2logical. Our latest training application has been credited with over 1/2 Billion dollars in newly uncovered sales opportunities as the competition "flames out" in new sales opportunities from fear, doubt and worry...