



TY BOYD CLIENT CASE STUDY

**Compass
Group North
America**

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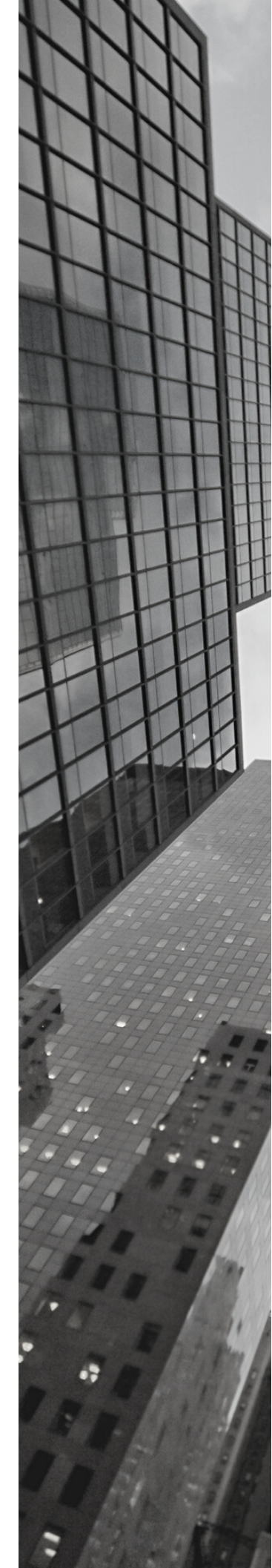
COMPASS GROUP NORTH AMERICA

Compass Group is the leading food and support services company in the US. Based in Charlotte, NC, Compass Group North America has over 280,000 associates and \$20.1 billion in revenues in 2019. Compass Group North America is a family of great companies building world-class food service experiences for organizations large and small. They serve award-winning restaurants, corporate cafes, hospitals, schools, arenas, museums, government facilities and more. In addition, they offer state-of-the-art self-service and office coffee solutions.

THE PROBLEM



As the person most responsible for leading the growth and sales success of the company, Chris Kowalewski, Chief Growth Officer, is tasked with maximizing the performance of the entire Compass team, including of course, the sales team. While the Compass representatives are incredibly well-trained and have extensive product and services knowledge, Chris recognized that communication is a key to success.



He wanted all of the Compass family, especially those client-facing team members, to be the best personal communicators they could be, and to be able to consistently and effectively tell the Compass story to prospects and clients.

THE SOLUTION

Earlier in his career, Chris attended the Ty Boyd Excellence in Speaking Institute. It became a life-enhancing experience for him. As he says, “*ESI was the best personal and professional development I have ever taken.*” (See: tyboyd.com/testimonials)

So when Chris needed a program which would deliver personal communication skills and confidence to his team, he reached out to Ty Boyd. This began a partnership between Compass and Ty Boyd, Inc., through which Compass team members participate in the same two and one-half day Excellence in Speaking Institute that Chris took. This interactive course delivers expert instruction, personal coaching and peer to peer learning, all in a comfortable, nurturing environment.

ESI participants make several presentations as well as having opportunities to speak off-the-cuff, and receive individual video coaching from ESI’s experienced faculty. The program allows them to develop their personal and professional communications capabilities, all while building their confidence and self-esteem.

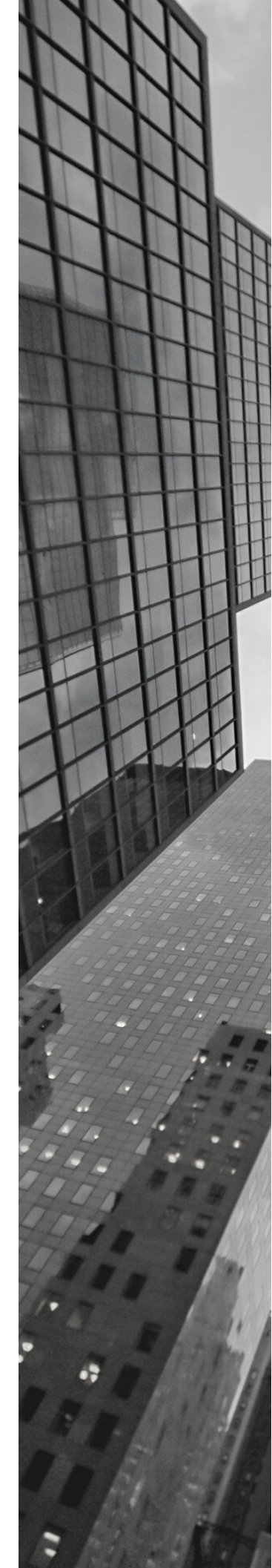


THE RESULTS

Since the introduction of ESI as a standard component of Compass training and development, hundreds of Compass team members have taken the program annually. ESI has become the most popular offering in the Compass training inventory, with classes booked out well in advance.

Has it made a difference? Not only has Chris been an enthusiastic supporter of the program, he has seen direct improvement in the internal and client-facing communications from ESI participants. Chris is not the only member of the Compass executive team who has recognized the contribution Ty Boyd, Inc. has made toward Compass success. Gary Green, CEO of Compass North America considers the Ty Boyd partnership to be ***“a major contributor to the overall growth of Compass North America.”***

The partnership has expanded to include individual presentation and communications coaching as well as virtual ESI Refresh courses to help Compass communicate effectively online during the pandemic. The Compass-Ty Boyd partnership is so critical to Compass training and development that it is one of only two programs that they have continued to deliver during the Covid-19 travel restrictions.



Carol Hudson, VP of Sales Training and Development puts it like this:

Our Ty Boyd partners are a fundamental part of our Compass family. Their programs are a core element of our sales training platform and Molly, Dave and John deliver with excellence over and over again. We know they care about us and our results – always.

ABOUT TY BOYD INC.

For over 40 years, Ty Boyd, Inc., an executive communications and coaching business, has helped professionals worldwide to achieve their goals of becoming the best communicators and presenters they can be. Through an offering of group development programs, one on one coaching and customized programs designed to align with each client organizations culture and objectives, you can expect immediate returns on your training and development investment. To learn more about how Ty Boyd, Inc. could help your organization to communicate more effectively and achieve greater success, go to www.tyboyd.com or call us at 704-333-9999.