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Client Story

Developing Leaders at All Levels at Stellantis Middle East and Africa

Stellantis is a multinational automotive manufacturing corporation. Stellantis Middle East sells and services their 14 iconic brands throughout the Middle East and Africa. They operate with a bold strategic plan called Dare Forward 2030. Their goal is to develop, engineer, manufacture, and scale the best breakthroughs in every aspect of their products, services, and customer experience. Part of this strategy empowers local and regional locations to build leadership depth at every level of the organization. With that direction, Stellantis Middle East completely reimagined their training curriculum in support of the strategic plan.

"We want our training to be 100 percent localized to our markets, addressing topics that an OEM should cover such as brand, product, and process," says Nicolas Gondard, head of training for Stellantis Middle East and Africa. "Human skills are equally important to us, so we wanted to equip our teams with the skills a globally recognized leadership training program could provide."

They realized that leadership skills varied across the network and that leaders needed to use the same leadership skills in all markets to support their strategic plan. "We knew we needed to give our managers a set of skills they could use consistently to support our vision," says Gondard. "Inconsistent leadership can result in less efficient teamwork. It can delay the adoption of strategic priorities and limit our ability to scale best practices quickly. It also can present a risk to operationalizing the people-first approach we are committed to. Leadership effectiveness directly influences the quality of our service, team retention, and customer trust. Giving all leaders a shared business language and understanding was the way to ensure our success."



Nicolas Gondard

With the goal of bringing consistency to leadership skills and language across markets, the company selected SLII® from Blanchard to become part of their manager training curriculum. They worked with Blanchard partner, Koussay Hammoudeh of Bureau 360 to deliver the training. “The SLII® program is part of our broader efforts to elevate leadership consistency and drive performance across our Middle East and Africa network. It also supports our corporate Dare Forward 2030 strategic plan to build strong, localized capabilities to drive a unified customer experience across all markets,” says Gondard.

Gondard recognized that SLII® would help Stellantis Middle East embed a common leadership language because it teaches leaders how to have productive conversations that empower their direct reports to achieve goals. “When managers have more productive conversations with their team members, standard operating procedures and action plans can be rolled out quickly and efficiently, which supports our high quality standards,” says Gondard. “By giving our managers these skills, we are able to reinforce accountability and alignment across markets. Managers have a shared reference point for how they lead and develop their teams. By equipping our frontline managers with the skills to lead with clarity, autonomy, and adaptability, we are able to accelerate transformation.”

SLII® was delivered in several two-day in-person sessions for sales, service, and customer experience managers representing all of the organization’s general distributors. This implementation closely aligned with the strategy to empower local talent to build the leadership needed at all levels of the organization. “The sessions were facilitated in both Arabic and English. This approach ensured accessibility and understanding throughout the regions and demonstrated our commitment to investing in high-impact development for our network leaders.”

Feedback from participants has been positive. Gondard plans to continue the training and roll it out to sales and service advisors. “Early signs suggest that the program is already driving a strong leadership mindset and greater team engagement, which is an important step in creating a scalable culture of high performance. Once both managers and executives have been trained, we will have even more tangible results.”



Providing a New Mindset

SLII® teaches leaders how to set goals, provide the right amount of support and direction to each team member as they navigate certain tasks, and give feedback effectively. “It was interesting to see that, prior to training, many managers still believed there was only one style of leadership—a dominant one,” says Gondard. “This training challenged those beliefs and was impactful for them. It was eye-opening to understand that they need to meet their people where they are in their development level and provide the right style of leadership. Now they are able to build stronger connections with their teams as they work toward a common goal.”

Transforming an organization is a long-term strategy—and training plays a part in the successful implementation of any change initiative. “Changing a mindset can be a long, expensive journey, but SLII® offers an opportunity to give every leader the skills they need to rethink the way they lead their teams. It provides a practical, proven model that’s immediately applicable and scalable across organizations.”

Enable leaders at every level to become the ultimate agents of progress and transformation for your organization. Visit us at www.blanchard.com to learn more.