



LTEN EXCELLENCE AWARDS PRESENTS

Rise & Thrive

We Challenge

You to Think Small Not Big



Challenge Employees want MORE from their leaders

How could we make our leadership development programs stick during a time when there were so many competing priorities? Leading in the new normal requires new skills, behaviors, and mindsets.



Leading in the hybrid world is very different than leading face to face.



COVID created a barrier to knowing what employees were feeling.



Team members were begging us—no more long meetings or trainings.

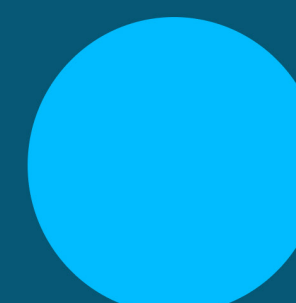
Solution Leverage small changes for BIG impact

It started with empathy for our leaders. We listened to what thousands of leaders were telling us they and their teams struggled with during the pandemic. They did not need a new training program, but rather needed a new learning experience.

GUIDING PRINCIPLES



Inspire
Establish and maintain team effectiveness, trust, and inclusivity.

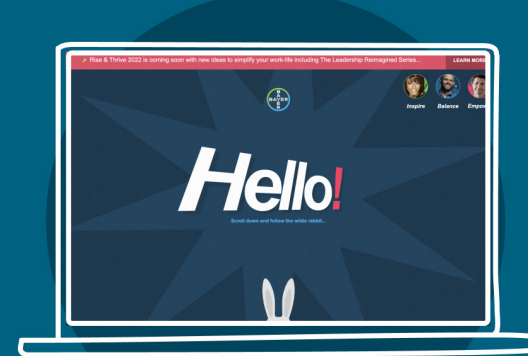


Balance
Effectively prioritize workload for your hybrid and remote teams.



Empower
Focus on developing your hybrid and remote teams.

PHASE 1: The 3 Week Kickstart Campaign



Campaign

Bold branding, promo videos, and custom minisites to get leaders to sign up voluntarily



Drip Campaign

Weekly emails challenging leaders to try new, doable approaches with their teams



Prizes

Spotify playlists created by Bayer leaders and signed copies of thought-provoking books



Weekly Dares

Actionable micro-habits that take as few as 30 seconds to put into practice, with big results



TED Talks

Content delivered in sub-10-minute videos by Dane Jensen, an expert in the science of performance

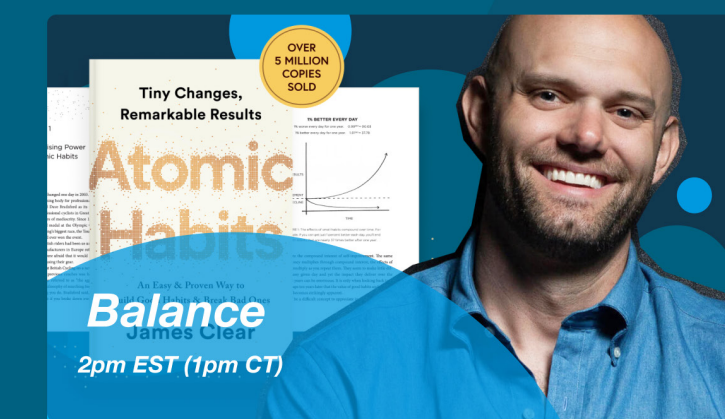
PHASE 2: Speaker Series

In 2022, we tried something a little different: We got people intrigued by aligning speakers to each guiding principle. We had over 1,000 people sign up for each call and then asked if they wanted to participate in R&T. The conversion rate was a chart-topping 60–70%.

2022 The Leadership Reimagined Series



Dominique Dawes
Olympic Gold-Winning Medalist
First African American gymnast to ever qualify for and compete in the Olympic Games



James Clear
#1 NY Times Best-Selling Author of Atomic Habits



Ben Nemtin
NY Times Best-Selling Author, Global Guru's Top 30 Organizational Culture Professionals, Cofounder of MTV's The Buried Life

Scan to experience



There is no try—only do.



Results

94%

Recommend Rise & Thrive to other leaders

42%

Open-rate compared to the industry benchmark of 10–15%

Real-life Quotes from Leaders

“ I keep thinking about the curiosity cue and how we all have different things going on at home that we can't see in the hybrid world ... [Rise & Thrive] is a great reminder that I need to do more to let my team members know how much I care. Everything was so fresh and relevant— THANK YOU! ”

“ I have never been more excited about a leader “training” that Bayer has done ... it's fresh and practical. ”

“ I have never experienced something so tailored to my needs and so unique. You hit it out of the park! Better than any other training I have experienced in all my years. Short, sweet, memorable, and action-oriented—I want more! ”

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