

Case Study



FIDELITY VIEWPOINT

Fidelity Investments was looking for a way to find meaningful leadership development for up-and-coming IT employees in a cost- and time-efficient manner. By pairing teams of Fidelity IT professionals with nonprofits in need of their services and giving one person the role of Team Lead, Common Impact promoted soft skills development in all team members and gave Team Leaders full “cradle-to-grave” project management experience. As a result, team members reported gaining confidence and management skills, and Fidelity supervisors felt the applied training to be extremely effective. Common Impact has now completed over 25 team projects pairing Fidelity Investments to local nonprofit organizations.



Leadership Development

“Workplaces are filled with frustrated people who want to advance but haven’t gotten enough training or broad enough experience” – Peter Cappelli, Management Professor at Wharton

THE NEED

With a predicted decline in 35- to 45-year-olds in the workforce, 97% of the Global 2000 indicate concern about current leadership bench strength (CorpU, 2007). In determining how companies can best improve their leadership bench, Hay Group research reveals that what separates the most admired Global 2000 companies for leadership development from their peers is not the amount of time devoted to leadership development, but the quality of the effort (Hay Group, 1999).

THE PROPOSED SOLUTION

Common Impact proposes companies can more effectively develop leaders by engaging rising talent in “real world” opportunities to lead teams of their colleagues in challenging community engagements. Unlike e-learning or classroom training courses, these assignments help participants develop “soft skills” such as initiative, communication, collaboration, people development, personal effectiveness, organizing, and presentation skills.

PROVEN RESULTS

Contributing a couple of hours a week to virtual teams with their colleagues, Common Impact participants own the client relationship with the nonprofit and are responsible for delivering a high-quality solution. 82% report developing better teamwork skills, 77% improved creative thinking, and 85% increased flexibility.

“It allows people to stretch themselves professionally, which is a huge benefit, I think, not only to the nonprofits, but to Fidelity and its employees.” – Fidelity Investments Vice President

