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THE JOB TO BE DONE

Founded in 1918, The Hertz Corporation is the world's leading car rental company operating through about 7,700 locations in more than 150 countries, with a fleet of over 525,000 vehicles and over 31,000 employees. Almost 75% of the company's car rental revenues come from on-airport locations.

Hertz also provides truck and van rental, car leasing, heavy equipment rental, and has used-car and heavy equipment sales operations. Ford Motor sold Hertz to a private equity group made up of Clayton Dubilier & Rice, The Carlyle Group, and Merrill Lynch Global Private Equity in late 2005.

With 80 years of success, Hertz is embracing the future with steady growth across the board.

SOLUTION

Ms. Christy Taylor is the MIS Education & Training Coordinator for The Hertz Corporation. When Ms. Taylor joined Hertz, her initial assignment was to research and develop a training program that would enhance the leadership skills of both technical and managerial personnel.

The initial challenge was to overcome the perception that sufficient and measurable return on investment could only be achieved with technical training. Ms. Taylor capitalized on the internal management support for time management related training by attending, certifying in, and then introducing the FOCUS: Achieving Your Highest Priorities workshop to the organization.

After the overwhelming success of this initial venture, The 7 Habits of Highly Effective People workshop was integrated into the organizational development programs, supporting teamwork and a culture of continuous improvement focused on a principle-centered leadership philosophy.

RESULTS

The Hertz Corporation has incorporated these on-going FranklinCovey solutions to support implementation of their mission, create a culture change, and improve communication and team interactions throughout all levels of the organization.

More than 150 employees have been trained and there has been dramatic increase in the proactivity of these teams.