

Broadcom: *AOD Manager Leadership Program*

Creating a Culture of Leadership Development for Broadcom's Agile Operations Division

SCENARIO

Broadcom is a leading provider of global technology infrastructure, including a broad range of semiconductors, enterprise software, and security solutions. Broadcom's Agile Operations Division (AOD) delivers business-critical software solutions that help leading global companies be more innovative.

During the global pandemic, Broadcom AOD's technically skilled managers needed leadership development and "soft skills" training in order to increase employee engagement, foster collaboration, and create a unified approach to performance management, including coaching, feedback, and difficult conversations.

SOLUTIONS

Broadcom AOD partnered with Entelechy to design, develop, and deliver the *AOD Manager Leadership Program*, featuring Entelechy's *Unleash Your Leadership Potential-Virtual* leadership development program. The program features:

- Three **virtual instructor-led workshops** on Adobe Connect.
- **Engaging activities**, including polling, quizzes, and small group work, to foster collaboration.
- **Consistent, simple, and effective** models and techniques.
- Multiple opportunities to **connect with peers and the content**, including peer coaching sessions, Bi-Monthly Leadership Speaker Series, and the AOD Manager Leadership Community.
- Insightful assessment tools, including **Everything DiSC® Management** and **Entelechy's Leadership Effectiveness Self-Assessment**.
- Key Breakthrough Opportunity, Management Action Plan, and Job Aid Booklet for **on-the-job skill application**.
- **Reinforcement communications** to drive lasting behavior change.

Our initial goal was to improve employee engagement and drive greater collaboration across the organization. But in these areas — and many others — the *AOD Manager Leadership Program* has far and away exceeded our expectations. It has become one of the pillars of our culture.

Serge Lucio, General Manager,
Broadcom Agile Operations Division



RESULTS

As a result of deploying the *AOD Manager Leadership Program*, featuring Entelechy's *Unleash Your Leadership Potential-Virtual*, the organization is now experiencing record growth and record levels of employee engagement. Key success metrics include:

- **150+ leaders developed**, representing all eligible managers.
- **100% of participants** would recommend the program.
- 91% of AOD employees stated that their direct manager was invested in and encouraged their personal development, an **increase of 12 percentage points**.
- 90% of AOD employees noted that their direct manager gave them feedback that helps them improve their performance, an **increase of 9 percentage points**.
- 89% of AOD employees claimed that their manager was a role model on how to work effectively with other teams, an **increase of 9 percentage points**.
- AOD was named both a Leader and Fast Mover in **GigaOm's Radar for Value Stream Management**.
- Awarded **two Gold Brandon Hall HCM Excellence Awards** in 2024 for Best Advance in Leadership Development and Best Development Program for Frontline Leaders.

