

Challenge

As it grew, AutoTrader.com diligently maintained its exciting entrepreneurial spirit while transitioning to a more formalized structure which operated legally, ethically, professionally, and inclusively.

AutoTrader.com worked to recruit and retain talent, improve operations and productivity, and establish itself as a model company for leadership. These objectives brought them to ELI®, whose partnership with AutoTrader.com resulted in a comprehensive professional development tool for their management team.

Solutions

"...managers feel empowered to make decisions concerning behavioral issues by implementing the leadership skills they learned."

AutoTrader.com implemented Civil Treatment® for Managers as a foundation for its culture. Sylvia Taylor, Vice President of Human Resources and one of the first executives to complete the Certified Instructor Program, determined that all HR Generalists and Managers should complete the certification program. First, however, the company took steps to tie the training to AutoTrader.com's core business philosophy.

The senior management team assembled for an executive session conducted by Stephen M. Paskoff, ELI® founder and

CASE STUDY

AutoTrader.com leads the Internet marketplace in auto classifieds and consumer information for buyers and sellers of vehicles. Created in 1997 and headquartered in Atlanta, GA, the AutoTrader.com website provides a unique service, allowing users to research, locate, and advertise cars. The company earned its reputation as an industry leader through its extensive inventory and its commitment to both buyers and sellers. Its innovative approach to the automobile marketplace and entrepreneurial business model has afforded AutoTrader.com tremendous growth.

president, and came away from the experience fully committed to the efficacy of Civil Treatment® for Managers and prepared to support the training initiative through their own daily conduct. In fact, the executive team plans a follow-up session to continue discussing business issues, profits, revenue, productivity, and employee engagement.

Taylor believes that "Steve's message helped senior management understand both the role of HR and the impact that HR has on the bottom line. As a result, executives were very supportive and have a better appreciation for the HR department." Consequently, the company implemented the training for its managers in order to establish a workplace culture built on the principles of Civil Treatment®.

Result

According to Taylor, the partnership already yields significant results. "We do evaluations after each training session, and our managers report that the

training is excellent, and that as a result of the training, they will be able to do their jobs better." Human Resources reports that managers have a higher level of awareness, make more proactive calls to HR, and feel empowered to make decisions concerning behavioral issues by implementing the leadership skills they learned. Taylor states that managers even "reference the CTM training and Prescriptive Rules® when they call in for HR support. It is clear that Civil Treatment® was the best choice because of the validation we receive from the managers. We want to make sure that all of our managers receive CTM training." AutoTrader.com now relies on Civil Treatment® for Managers to build and reinforce the positive workplace culture that will move the company into a successful future.



Does your learning make a difference?®

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