





The Challenges

Pelmorex Corp., founded in 1989, is an international weather content and technology company. Pelmorex owns and operates the weather brands The Weather Network, MétéoMédia, El tiempo.es, Clima, and Otempo.pt. It also operates Canada's National Alert Aggregation and Dissemination System, part of Alert Ready. Through constant innovation and entrepreneurship, Pelmorex has grown to reach consumers around the globe, has become one of the largest weather information providers and has broken new ground in providing data solutions and business insights to businesses. Through harnessing the value of weather, Pelmorex is driven to make the world smarter and safer for consumers and businesses.

When Anna Petosa stepped into the role of VP, People Ops, the organization was transitioning from a traditional media company to a forward-looking business leading in the digital space and growing in emerging technology. At the time, there was no clear road map or strategy around leadership development, and top talent were figuring out their own paths. The approach was not strategic, sustainable or scalable.

With the appointment of a new CEO, Pelmorex moved away from being founder-led, bringing about a tremendous amount of change, not just in terms of leadership, but also in company culture, opening the door to finding new approaches to catapult a cultural refresh.



The Goals

- ✓ Launch a leadership development program to align leaders and provide a common approach to leadership across the organization.
- ✓ Accelerate new mindsets and behaviours around issues relevant to the organization.
- ✓ Build "learning communities" where leaders could learn from each other.
- ✓ Increase senior leadership visibility and approachability while enabling them to pay it forward and mentor, coach and sponsor employees across the organization, not just within their own business unit.
- ✓ Create an agile, sustainable and scalable leadership development program that engages leaders at various stages of their careers.
- ✓ Implement a strategic approach to enriching company culture.

Anna Petosa
VP, People Ops
Pelmorex Corp.



What I find so magical about the Catalyst program is that the leaders themselves shape the content. Based on the priorities for the business, our leaders identify content that is crucial to the business and our Catalyst group members. That's what makes it powerful; they're helping chart the direction, which makes them even more invested in the learning and the outcomes.

The Solution

The Roundtable launched its Roundtable Catalyst™ program to help Pelmorex realize its goals. Within the program, senior leaders, called Catalyst Leaders, work with three to five cross-functional members in a cohort, mentoring the group. The groups met for 90 minutes every month-to-six weeks, embarking on a leadership journey lasting for six-to-eight months.



Each session worked on building a variety of mindsets, skills, and behaviours: from building trust to accountability to resilience. The small groups allowed the cohort to broaden their perspectives and gain insights from working with their peers. It also acted as a “kickstarter,” enabling the group members to quickly put into practice new coaching skills, leadership capabilities and behaviours.



Anna Petosa
VP, People Ops
Pelmorex Corp.

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I continuously have people asking me when the next Catalyst program is kicking off! People are enthusiastic and our leaders are taking what they're learning with their groups back to their own teams so the impact is spreading beyond the formal program. There's a groundswell around it. You can really see the impact.



The Impact

Scalability

From 2017 to 2021, the Catalyst™ program saw 29 cohorts, with over 129 participants in total. This has allowed Pelmorex to create an efficient, repeatable and scalable way to cascade learning, behavioural change and a strategic approach to leadership development throughout its organization, at a more rapid pace than possible through 1-to-1 mentoring.

Sustainability

Even when the formal component of the program is over, the cohorts build such a powerful bond that they continue to meet and have conversations because they see the value in a “brain trust” that shares insights, mentors one another and keeps everyone accountable.

Culture

Pelmorex was able to foster a culture of increased trust, approachability and authenticity, even throughout the pandemic. There's a spillover effect as both Catalyst Leaders and their cohort leaders share their learnings with their own teams, creating a more human-centred, empathetic leadership approach with a common language and cohesive approach to leadership development.



Success

By the Numbers

In the launch year, the Catalyst™ program had a 100% Net Promoter Score, and has maintained an average of 89% since 2017. The line manager members received outstanding scores from their own teams on their leadership abilities, actionable feedback and team encouragement, significantly raising engagement levels.



Increase in leadership self-awareness



Improved coaching skills



Improved leadership abilities



Added new tools to their leadership approach



Increased engagement



Made good-to-excellent progress against their own goals



Next Steps

Interested in bringing the Roundtable Catalyst™ approach to your organization?

Book a preliminary call with our team to learn more.

Not sure if your team is ready for group coaching?

Download our **Coaching Needs Assessment Guide** and ask yourself our top 10 questions for L&D pros.

Want to learn more about the top trends that will impact your learning and development programs this year?

Download our latest **L&D Trends Report** and read our top 10 trends.