



Powered by Menasha Corporation

“ Skillsoft gives you everything you need to easily facilitate the program.”
Amy Martin, HR Manager, Menasha

BUSINESS CHALLENGE

Established in 1849, Menasha Corporation, a leading packaging manufacturer and supply chain solutions provider, is one of America’s oldest privately held, family owned manufacturing companies and employs approximately 5,000 employees in more than 75 facilities across North America, Europe and Asia.

Menasha had no cohesive company-wide leadership development program in place but recognized the urgent need to more formally train and develop its current and future leaders. A task force was formed and charged with implementing a virtual, mobile and cost-effective leadership development program company-wide.

HOW SKILLSOFT® HELPED

When Menasha adopted the Welch Way program, a partnership with Skillsoft® and the Jack Welch Management Institute, learning leaders recognized that they couldn’t roll this first leadership development program out alone and contracted Skillsoft’s Leadership Services team to help implement the program.

Skillsoft’s services provided invaluable strategic oversight, implementation guidance and virtual facilitation during the initial cohort discussion.

KEY METRICS

The first cohort is now participating in the Managing Change program and **two new cohorts are being funded**

Skillsoft’s “**train the trainer**” service model helped set the program leaders up for success to run future programs successfully on their own

The task force struggled to find managers willing to join the initial cohort, but there is now a **waiting list to participate** in upcoming cohorts

ABOUT MENASHA CORPORATION

Menasha is the industry’s largest independent, retail-focused packaging and merchandising solutions provider. Family owned since 1849, they have 50+ facilities in North America, over 3500 employees and six Retail Integration Institute Campuses. Yet, what most impresses the world’s leading retailers and consumer packaged goods companies is their commitment to Go Beyond the expected. They receive the greatest measurable value, delivered on time and just in time, across the entire integrated merchandising supply chain.

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