



## O2 Management Development Aligns 2,500 Managers



**O2, part of Telefónica Europe, is a Pan-European telecommunications company with operations in the UK, Ireland, Isle of Man, Germany, the Czech Republic, and Slovakia. Telefónica Europe has more than 43 million mobile and fixed customers across Europe and 29,000 employees across the group.**

When Linac first met with O2 four years ago, they were experiencing massive growth within the highly competitive telecommunications sector. O2 went through an extensive tender process to find the supplier of choice, who could take their population of approximately 2,500 managers and align them to their recently developed core values and behaviours.

Rapid growth had resulted in a myriad of sub-cultures across the nine directorates, as managers entered the business from different organisations and sectors. The challenge was to develop an aligned management population, which would embed the new values and behaviours. Taking O2 from being third in the market place to being market leader and achieving their objective.

Linac designed a series of learner-led development modules, which would engage the diverse population, yet at the same time, adapt and be able to accommodate the widely varying skills and experience. It was imperative that learning was highly participative, engaging and above all results focused. This is the reason why O2 chose Linac as the supplier of choice, as results are what we are all about!

Linac rose to that challenge and developed a series of high octane cutting-edge modules that hit the spot from the outset. Word of the new modules spread like wildfire throughout the organisation and O2 were inundated with booking requests.

Four years on, Linac is still working with O2 and developing innovative learning interventions. O2 has achieved the management alignment it desired and is now the market leader.



...And here is the great feedback that we got from O2!

*"It has been a genuine pleasure to find such professional and highly skilled people to do business with. Linac seems to have a great niche in the marketplace and they really do stand head and shoulders above the competition in my opinion. But more importantly, you seem to have great company spirit and really enjoy what you do which at the end of the day strikes me as being fairly critical."*

**Brigit Hodges**  
Leadership & Development Manager, O2 (UK) Limited

*"The programme has been highly successful in equipping our Leaders with the skills to develop a culture of high performance."*

**Jonathan Logue**  
Learning & Development Manager, O2 Ireland

Call Linac today to find out how we can help you to get the best out of your managers

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