



Debbie Pattullo, Toyota New Zealand's GM of Customer, People & Business Support, reveals the impact that training with IMNZ has had on her people, the Toyota culture, and ultimately the Toyota customer experience.



WHAT COURSES OR TRAINING DID YOU COMPLETE?

Toyota has partnered with IMNZ since 2017 to deliver leadership training to their management teams.

Toyota was looking for a development programme to help their teams shift from a transactional business model to a more collaborative, customer-focused, experiential model. Debbie and team recognized that the shift needed to begin internally with how their managers and teams worked together.

The Toyota Programme developed by IMNZ focused on Leadership Essentials - beginning with Leading Self (self-awareness), through to Leading Others and Leading Business Performance. In 2017, a nation-wide cohort of 80 managers attended the training. In 2018, Toyota delivered a subsequent Advanced Leadership Programme for 36 of those same managers and offered the initial Leadership Essentials programme to 22 new managers across NZ.

WHY DID TOYOTA CHOOSE TO PARTNER WITH IMNZ?

IMNZ was Toyota's partner of choice because they were able to create a customized solution, specific to Toyota's industry needs and aligned to their company values.

With nearly 2,000 people in the Toyota NZ family, Debbie and team knew this training would have to make a far-reaching impact.

"This is a solution to helping grow leadership skills with our management teams in our dealerships around the country - to enable them to effectively lead the change (we are looking for)," Debbie says

HOW HAS TRAINING WITH IMNZ IMPACTED YOUR ORGANISATION?

Toyota knew this training would inherently change their customer experience for the better. They wanted their customers to feel more comfortable and less pressure when purchasing a car. Debbie and team are thrilled about the changes they have noticed in the Toyota experience.

Gee Pragnell, a 2017 course participant, states that "the IMNZ leadership courses have opened my eyes to what leadership really is... [they have] helped me make better decisions for our team and our business."

Toyota also takes great pride in the personal development the IMNZ training has offered their managers.

"We've not only upskilled our management teams, but they've come away with a different kind of attitude around what it takes to be a leader. It has been so successful," Debbie exclaims. "If other opportunities and needs arise, I would be very keen to talk with IMNZ again"

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