

# How CMC Helped Ross Video Refine Leadership Skills to Achieve Astounding Growth

Founded in 1974, Ross Video is a privately owned company with offices worldwide and more than 1,000 employees. They design and manufacture technology that powers live video productions for billions of global viewers each day.



**Laurie Fee**

Human Resources Business Partner  
**Ross Video**  
Ottawa, Ontario, Canada



*"The CMC team is wonderful to work with, and over the years, they've developed strong relationships with our managers. Thanks to this partnership, our managers are much better equipped in their roles."*

## The Challenge

### Lack Of Leadership Resources During Period Of Rapid Growth

With the rapid growth of Ross Video came the creation of more leadership roles. Some individual contributors were promoted to these roles with minimal, if any, people management experience. Although Ross had provided some management training prior to Laurie's arrival in 2016, it quickly became apparent that if they wanted their leadership to thrive, they needed to provide more support.

Laurie knew that developing a structured leadership program would provide the tools and resources managers needed to lead and support their staff effectively. Because Ross Video had previously worked with Canadian Management Centre (CMC) with excellent results, Laurie knew they would be an ideal partner for this challenging initiative.

## The Solution

### Develop Training To Address Shortcomings + Solve Unexpected Challenges

CMC's instructional designers learned about Ross Video's management team through discussion and observation. They then worked with Ross Video's HR team to develop a leadership roadmap to solve their unique business challenges.

*"Working with CMC helped bring focus on the specific areas that we needed to provide training on."*

Through the years, Ross Video has partnered with the same experts at CMC to offer a combination of on-site and webinar training to their current and emerging leaders. This continuity has allowed CMC to develop a deep understanding of the company's culture and challenges, and deliver effective, tailored solutions.

In 2020, the global pandemic outbreak required Ross Video's employees to work remotely, and Laurie and her team had to rethink their training delivery model. CMC immediately jumped on board and helped them change their training model to 100% virtual learning. This transition had the added benefit of allowing global employees to participate in training programs regardless of their location and time zone.

Months of working remotely began impacting employees' well-being and productivity. Laurie and her team partnered up with CMC to develop training specific to leading in a virtual environment, conducting delicate conversations, and being more empathetic and flexible towards their employees.

***“When things get tough, the first programs that get cut are learning and development, but we did the opposite. Our leadership is managing their teams virtually, and they don’t all have experience doing that. With CMC, we developed training which helps them support their remote employees.”***

Laurie and her team appreciate CMC's proactive, collaborative approach and exceptional customer service. They know that when they run into difficulty, CMC will offer sound advice and actionable solutions.

***“When I need help solving a problem, I can pick up the phone, and they’re there. With their experience and knowledge, CMC is ready to help us deal with any challenges.”***

## The Result

### Refined Leadership Improves Corporate Culture + Employee Growth Mindset

Equipped with CMC's training, the leadership team is more confident in their ability to lead effectively and nurture employee growth. This change has resulted in staff feeling supported in their current role, and as they forge new career paths and explore other areas of the business.

In just eight months of 2021, Ross Video hired over 100 employees. Laurie has no doubt that attracting and keeping their talent is a testament to their managers' skills and competencies.

Laurie is very pleased with the leadership roadmap that the HR team designed in partnership with CMC. Now that all managers are provided with these learning opportunities, she's eager to continue working with CMC to introduce more learning and development programs that will continue to support Ross Video's evolution on the world stage.

***“CMC has taken the time to get to know our leadership team. They understand our challenges, come up with effective resolutions, then guide our managers through their training. CMC are excellent partners.”***

## Do you need engaging and effective ways to address challenges in your organization?

Let our experts assess, design, and develop solutions that can transform your talent and accelerate the growth of your business.

Contact us today at 1-866-929-1590  
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