Keurig, Incorporated, based in Reading, Massachusetts, is a wholly owned subsidiary of Green Mountain Coffee Roasters, Inc. and is known for being a pioneer of single-cup brewing systems in the United States and Canada.

Today, Keurig, Incorporated is a leading manufacturer in single-cup coffee brewing technology in the United States for both home and office, and more than 3 billion cups of Keurig-brewed coffees and teas have been enjoyed since 1998.

Keurig, Incorporated selected Corporate Education Group for:

- Management Certificate Program that was aligned with their specific training objectives
- Professionalism, reputation, and presentation skills of instructor staff
- High-quality content, curriculum and course materials
- Flexible approach in tailoring program content that directly related to their employees’ current working environments

Keurig, Incorporated Teams with Corporate Education Group to Brew Management Excellence

Keurig, Incorporated’s Management Challenges

It was no question that Keurig, Incorporated relied on successfully leveraging its employees’ talents to keep the company at the head of its industry.

In the past, Keurig, Incorporated’s management team employed its own unique styles, techniques, and skills to successfully supervise its projects and people; however, as the company grew, and Keurig, Incorporated became more diverse in its activities, the need for more consistency and control developed across the board.

“We had several levels of managers, some brand new and some legacy,” said Ann Hargraves, Director of Human Resources at Keurig. “We wanted to make sure that there was a good sense of consistency in management styles across the board, and that everyone was speaking the same language and had the same goals. We felt that in order to keep our company moving forward, it was very important to put more focus on our people—not just on the process of getting things done.”

Keurig, Incorporated realized that if more formalized management systems and advanced management skills were going to be introduced to the organization, a management development training program was in order.

“As a whole, the courses provide a great foundation for entry- and mid-level managers and supervisors. Great instructors with real enthusiasm make the subject matter interesting and the classes fun.”

Keurig, Incorporated Student, Certificate in Management
Keurig, Incorporated’s Management Training Objectives

After a thorough assessment of its managers’ strengths, weaknesses, and skill gaps, Keurig, Incorporated developed very specific objectives for a management training program, which addressed improvement in the following areas:

**COMMUNICATION**—get messages (both written and verbally) across successfully, convey thoughts and ideas effectively to eliminate roadblocks, and improve productivity

**DELEGATION**—build strong, accountable, successful teams of people; reduce feelings of “work overload;” shift managers’ focus to managing, with less time spent on the “day-to-day” details

**TRANSITION FROM INDIVIDUAL CONTRIBUTOR TO MANAGER**—acquire the skills needed to excel in new management roles and effectively demonstrate authority while earning respect from previous peers

**CONFLICT MANAGEMENT**—create a more harmonious work environment, prevent conflicting goals and priorities from turning into personal dislike, improve teamwork, and handle difficult situations without intervention from human resources

**NEGOTIATION**—arrive at win-win solutions for all parties involved

**COLLABORATION**—share ideas and brainstorm more openly, and parallel individual goals with team and company goals

**PERFORMANCE DEVELOPMENT**—grow company from the inside by aligning performance goals with measurable, attainable outcomes

Keurig, Incorporated Seeks Education Partner

In order for Keurig, Incorporated to get the formalized management training it needed to achieve its development goals, the company consulted with various training institutions. After the screening and interviewing process was complete, Keurig Incorporated selected Corporate Education Group to deliver a management certificate program to its management staff (all functional areas included).

Quality of instruction was an essential feature to Keurig—it consulted with a variety of instructors from different organizations, but the caliber of CEG’s instructors in regard to reputation, professionalism, and presentation skills was unmatched.

High-quality content, curriculum, and course materials were also “must haves” for Keurig, and once again, CEG came out on top. The company was particularly impressed with CEG’s tailored training process—during this process, participants engage in an integrated set of experiences, including personal assessments, lectures, case studies, individual and group learning exercises, goal setting, mentoring, and coaching. After the training engagement is complete, on-the-job mentoring and coaching are also available to participants to reinforce their new management behaviors in the real world.

And last but not least, Keurig, Incorporated was seeking flexibility and customization from its training partner—not just an off-the-shelf, one-size-fits-all program—and they were impressed with CEG’s track record in tailoring management training specifically to companies’ distinct preferences. Keurig, Incorporated felt that CEG understood its goals and in turn would develop a management...
training solution that would integrate its business processes, company language, case studies, and existing methodologies for a truly unique training experience.

Keurig, Incorporated and Corporate Education Group Develop a Customized Training Solution

Since Keurig, Incorporated wanted its management team to complete a management certificate program, CEG assembled a set of courses that would best address Keurig, Incorporated’s pain points, the skill gaps of the employees, and the specific challenges within the company and industry; also, to preserve productivity and save time and money on travel-related expenses, the instructors were sent onsite to Keurig, Incorporated’s headquarters to conduct training.

“We loved CEG’s ability to customize our solution and were also impressed with their flexibility,” said Ann Hargraves. “After the program was launched, CEG asked for our input and made changes based on our suggestions. For example, in some of the courses that were being delivered, we decided it would be beneficial if there was more emphasis on meeting structure, employee and team development, and performance coaching—so CEG altered the courses to accommodate our needs.”

Keurig, Incorporated Evaluates Success of Management Training

While CEG had formal ROI measurements and training assessment services available to evaluate the impact of training, Keurig, Incorporated initially went straight to the source—its employees—to help measure the impact that CEG’s development programs brought to their organization.

According to employees’ evaluations, the management certificate program received very high marks on course content and materials, instructors, and the entire experience; and most participants said that the program exceeded their expectations.

“Our people loved the training process. I actually heard from numerous employees that they were sad when training was over, because they would no longer see their instructors every day!”

In addition to rave reviews from program participants, upper management was pleased with the training outcomes. Executives felt not only that their initial training objectives had been accomplished, but also that their investment in their employees’ development made employees feel more valued. Keurig, Incorporated believed this would not only improve bottom-line business results, but would also enhance the retention of management talent and reduce costs of turnover and new hires.

Commenting on the success of the training programs delivered to Keurig, Incorporated by CEG, Ann Hargraves said, “Our training engagement with Corporate Education Group truly strengthened our culture and made it more innovative, forward-thinking, and people-centered.” She continued on to say, “Well-trained managers are a critical link in communicating our company’s vision and in ensuring productivity and commitment across the organization. Investing in our employees’ professional growth gives credibility and punch to our company values.”
Call 1.800.288.7246
or email info@corpedgroup.com
to learn more today!