



Methanex Corporation

A global client builds leadership excellence with CCL® custom programs

When an employee engagement survey several years ago showed Methanex Corporation was performing “on par” with other high-quality companies in terms of leadership, the organization was spurred to set its sights higher.

The company is the world’s leading producer of methanol, with headquarters in Vancouver, British Columbia, and 19 plants and offices around the globe. It needed a leadership education provider that could cohesively address a variety of developmental needs and leadership issues across many levels, cultures and geographical boundaries. “We weren’t interested in taking a one-size-fits-all approach that says everybody gets the same thing over and over again,” said John Gordon, senior vice president of corporate resources. He did his research, determining that the Center for Creative Leadership would be the best global partner in achieving its challenging objectives.

One of the first steps the company took was to send 100 managers from around the world to various CCL open-enrollment programs. In conjunction with their supervisors, the managers were allowed to choose the program that best met their particular developmental needs. They were also free to choose among program delivery sites in North America, Australia and Belgium. French- and Spanish-speaking managers had the option of attending programs conducted in those languages in Canada and Mexico, respectively, or attend programs elsewhere and take advantage of the opportunity to practice English skills.

CCL’s flagship Leadership Development Program (LDP)® was the jumping-off point for a series of customized programs for Methanex teams and managers. While attending an LDP as a participant, Gordon was “surprised and impressed” at how close and supportive a group of strangers could become over the course of one week. “And I realized that if this could be

OBJECTIVES:

- Further develop the company’s leadership, thereby adhering to its belief in the employees’ right to “excellent leadership.”
- Create leadership programs that address a variety of developmental needs across a global organization in a cohesive way.
- Address leadership issues across cultural and geographical boundaries.

OUTCOMES:

- Enhanced global teamwork and leadership capabilities.
- Reinforced and strengthened values, relationships and commitment to the company and to one another through the use of 360-degree feedback.
- Dramatic improvement in leadership rating scores.

replicated within a company, it would be even more powerful and impactful.”

That realization led to creation of the Methanex Global Leadership Forum, a five-day, custom program for 25 people around the world built on the LDP framework. An additional custom program called the Methanex Executive Leadership Forum was subsequently developed to enhance the effectiveness of the company’s middle managers and previous graduates of the Global Leadership Forum program.

“We believe that having excellent leadership capabilities at all levels in the organization is critical to our success,” said Gordon. “That translates into an excellent environmental and safety record, onstream performance that’s above the industry standard, and great customer service. We’ve outperformed our industry peers over the last five years and have delivered value to our shareholders. We believe that our investment in the human resource capital of our company and our commitment to continually improving our leadership capacity are integral to our success.”