

How Discovery Maps® Launched Lockheed Martin's IT Customer Service Program



BUSINESS SITUATION

A company's strength often is measured in the relationships it develops—between customers, employees, suppliers and community. As an advanced technology enterprise in a rapidly changing world, Lockheed Martin's fused IT departments—known as Enterprise Information Systems (EIS)—knew it would have to infuse their IT people with new customer-oriented vision and values.

Lockheed Martin created EIS in 1995 by consolidating diversified Information Technology work units. In its first five years, EIS surpassed initial efficiency goals by achieving in two years what was to be done in five. EIS built an infrastructure of connectivity, reliability, security and consistency.

Building on this foundation, EIS's future strategic direction was to provide even higher value-added expertise and services in collaborative tools, corporate knowledge management, and e-business. Lockheed Martin turned to Paradigm Learning to help them build this foundation.

ACTION

EIS has undertaken a significant reorganization with a single focus—strengthening customer relationships by delivering cutting-edge technology as well as taking care of the person behind every request. EIS wants to be the recognized expert and preferred provider for all Lockheed Martin IT services and strategies—thereby helping EIS customers achieve business objectives.

Paradigm Learning created a visually rich and customized experiential training program called "Universe of Opportunity," the aerospace and telecommunications giant set course to train 3,500 existing EIS professionals and 500-plus new hires. A table-sized Discovery Map®, brimming with space metaphors such as Customer Galaxy and Success Strategies embedded on the space ship's engine, served as the focal point of a 90-minute training activity.

Paradigm's Discovery Map depicts EIS as a spaceship docked to the Lockheed Martin's mother ship. The relationship graphically depicted is that of a partnership. The game is played in "Jeopardy" style, with questions that guide learners through activities, such as multiple-choice cards to lead learners to discover key facts

CLIENT STORY

about EIS's mission, vision and values; discussion cards to spark focused conversation about a new approach to one-stop service and improved customer relations; true-false cards that require a deeper service analysis by listening, thus truly understanding the customer's needs and being proactive to deliver on those needs; and scenario cards that stimulate big-picture thinking and focus learners on managing the delivery, from request to completion.

RESULTS

EIS is focused on fixing the person, the problem, and the system to achieve legendary customer service where a passionate, uncompromising, obsessive focus on customer service is its reason for existing. And for this legendary company, it has produced remarkable success.

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Since 1994, we have specialized in business acumen training to develop a business-savvy, mission-focused workforce. With an alumni population of almost 2 million participants, our unique and innovative business acumen solutions have reached leaders and team members around the world and across every industry. We leverage immersive classroom-based simulations, developed with gaming elements that drive participants to understand sophisticated business concepts, leadership skills, and financial terms in an exciting and unforgettable way. We have worked with some of the biggest and best organizations in world to foster an ownership mindset and decision-making prowess in their employees through experiential learning.