



"I am very proud of all of our managers and what they've accomplished and continue to accomplish."

Ella Kimbrel, Vice President of Human Resources

## Business Challenges

Harrell's LLC is a leading producer of quality blended fertilizers and a distributor of chemicals and grass seed for the golf course, sports turf, landscape management, and horticulture industries.

Harrell's has more than 250 employees and they work from their home office and across field locations.

Harrell's managers, both old and new, were struggling with basic **supervisory and management techniques**. Harrell's needed to implement manager training across all levels of experience.

Harrell's was challenged with **poor employee/supervisor relationships**, short performance reviews, wrong questions being asked during interviews, poorly written discipline and counseling forms, and poor communication. There was a **lack of soft skills across all levels of management**.

BizLibrary offered a solution that met all of Harrell's business challenges: A collection of thousands of video courses covering a wide variety of business training topics that could be accessed at any time and from any device.

Implemented a few months later, BizLibrary's Custom Content Management allowed for delivery of customized e-learning content.

## Harrell's Manager Training Program

Harrell's partnered with BizLibrary to deliver a complete employee training solution and launched the Manager Training Program.

Managers were assigned one to two courses each month. The course selection was based on performance reviews and manager feedback.

**Targeted topic areas included basic management and supervisory skills, regulatory matters like FMLA and ADA, leadership and communication skills, and effective performance management.**

There were 52 active participants, ranging from entry level supervisors to executives. Field participants viewed assigned courses online while employees in the home office had the opportunity to attend a classroom session.

The Manager Training Program was a requirement for all existing as well as newly hired managers.



**Employee Size**  
250-999

**Industry**  
Manufacturing, Chemicals

**Products Utilized**  
The BizLibrary Collection and Content Management.

Based in Lakeland, Florida since 1941, Harrell's is a leading producer and distributor of customized, agronomic solutions – not merely "products."

This includes nutritional solutions in both granular and liquid form to help your turf, landscape and plants grow and thrive.

We also specialize in delivering solutions to help protect your world from pests, environmental threats and climate extremes.

[www.harrells.com](http://www.harrells.com)

# Implementation

The program grew very quickly. Some of the courses have been so popular that managers requested additional training for the team.

Reminders are consistently sent to program participants to keep the training top of mind. Training progress is also monitored through activity reports. Senior management is provided with course completion percentages.

Training transfer is measured in the written documents received from managers regarding employee performance, separation, selection and hire.

In addition to the video training, program participants engage in group discussions and share experiences and lessons learned from the courses.

Managers at Harrell's still continue to give positive feedback about how the courses have positively impacted not just their performance reviews, but the entire communication process with employees.

**"Our managers are actually taking the time to listen, coach, counsel, and mentor our employees."**

## Program Results

Since partnering with BizLibrary, Harrell's has made training readily available to all employees.

Harrell's Vice President stopped by the human resources office to share that the interviewing and selection videos he had watched had helped him with his next sales representative hire. His interviewing notes included tips he learned from the training sessions.

The soft skills that the managers are learning are difficult to quantify, but they have positively impacted relationships with employees.

**"The best measurement of our success is the positive interaction I witness and hear about between the managers and their employees."**

There has been significant improvement in the quality of Harrell's performance reviews - both annual and mid-year.

Additionally, the questions managers bring to human resources are well thought-out and insightful and often reference a key area targeted with training.

**"The BizLibrary training courses have had a long-term effect on the success of our managers."**

### Program Results

- 54% of participants completed 100% of courses assigned.
- 71% of participants completed 93% of courses assigned.
- Improved communication between managers and employees.
- Performance problems are addressed as they come up.

# About BizLibrary

BizLibrary is a leading provider of online employee training and eLearning solutions. The [BizLibrary Collection](#) is our [award-winning](#) content collection, and contains thousands of online videos and eLearning courses covering every [business training topic](#), including: business skills (including soft skills), leadership and management, sales and customer service, HR compliance training, IT, software, industry specific content, workplace safety and more.

The BizLibrary Collection can be accessed online through BizLibrary's Learning Management System (LMS) or through any third-party LMS. Technology solutions include: BizLibrary's Learning Portal, Content Management System, LMS, and BizLibrary Mobile App to help clients improve and manage employee learning across the entire organization. Learn more at [www.bizlibrary.com](http://www.bizlibrary.com).