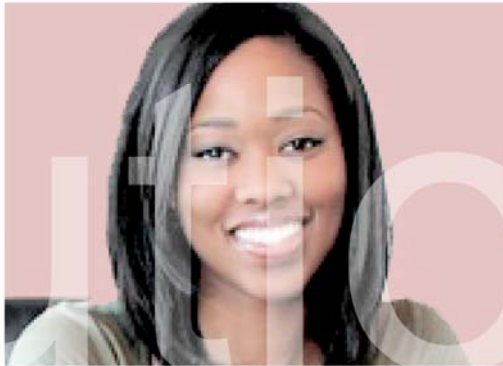


J.A. Riggs Tractor Company Leadership Development Using the Vital Learning Leadership Curriculum

J. A. Riggs Tractor Company builds bench strength in their supervisors through fundamental leadership skill development.



“We plan to incorporate the Vital Leadership modules into our employee safety training because the skills taught are essential to developing and maintaining a good team and safety depends on teamwork. And in the heavy equipment business, safety is critical.”

Keith Riggs, J.A.
Riggs Tractor Co.
Vice President

The J.A. Riggs Tractor Co. Background

J.A. Riggs Tractor Co. has served the heavy equipment needs of major industries throughout Arkansas since 1927. Riggs has met and exceeded those needs by creating excellence in operations through continuous improvement.

This family owned business now serves as the Caterpillar dealer serving Arkansas. J. A. Riggs Tractor Co. employs over 500 people statewide and operates ten full-service facilities throughout Arkansas—with 65 supervisors. Riggs is the only Caterpillar Dealer in the state.

The Benefits

The Vital Learning Leadership curriculum demonstrates how to help people perform because of a “commitment to the company – rather than because of compliance.”

Keith Riggs, J.A. Riggs Tractor Co.
Vice President

Continued

Riggs



How They Do It

Vital Learning's Leadership Training has been an integral part of Riggs' Leadership Development training for new and potential supervisors since 1996.

Riggs has over 81 supervisors and potential supervisors that have taken many of the 12 core modules, starting with Essential Skills of Leadership and Essential Skills of Communication followed by other interpersonal skills programs. Keith Riggs states, "We are committed to build bench strength in our supervisors – providing basic skill training so that they can lead our people to be effective in their jobs." The Leadership Series teach basic skills such as– ask don't tell. By asking good questions, which is part of the Essential Skills of Communication module, we get commitment from our people. They are a team that work together to make J.A. Riggs Tractor Co. the very best Caterpillar dealer–serving our customers' needs throughout the state of Arkansas.

Results for Peak Performance

The J.A. Riggs leadership training effort is a yearlong commitment that covers topics each month and allows time for the participants to go back into the field and implement their skills in the workplace. This approach has proven to be most effective in regard to practical application and time away from the job.

"We get very positive feedback from our people after this training. They like the practical way the skills are taught, and with the exercises and role plays they learn to apply the skills in a safe environment before applying them on the job," said Keith Riggs, J.A. Tractor Company Vice President.

Supervisors, potential supervisors, customer service, sales, and office personnel are all eligible for leadership development. Having a mixture of workers allows for richer discussions and a broader understanding of the business for the participants. Candidates must be recommended by their supervisor/manager or a member of management, and in recent years we have always had more recommendations than space so we must select the best 15 candidates.

According to Riggs, the Vital Learning Leadership curriculum helps get people to perform because of a "commitment to the company rather than because of compliance."

To discover how Vital Learning's Leadership Essentials curriculum can help your managers lead more effectively–call 972-578-9000 or visit www.tradesecrets-training.com.

