

Developing Leaders Through Organizational Transition

**Founded:**

2005

Headquarters:

Mount Vernon, WA

Number of Employees:

18

The Company:

Camp Korey is a non-profit organization that provides life-changing camp experiences for children with serious medical conditions. Their mission is to empower these children and their families through year-round programming in a safe, fun, and medically sound environment. At Camp Korey, campers with 90+ diagnoses can take a true break from being "patients" and rediscover the joy of being a kid.

The Challenge:

Camp Korey was undergoing a period of significant transition, including a new CEO and a relatively new leadership team. This situation presented several challenges, particularly in developing and supporting their leaders. Rapid change can destabilize teams, create uncertainty, and demand new skills from leaders at all levels. When you combine this with a leadership team composed of both seasoned professionals and those new to leadership roles, the challenge is amplified. Camp Korey needed to find a way to bridge the experience gap, ensure consistent leadership quality, and foster a cohesive culture that can adapt to change.

Employee Development Challenges Included:

New and Inexperienced Leaders:

Camp Korey had individuals new to leadership roles who needed foundational skills and support.

Diverse Skill Levels:

Leaders possessed varying levels of experience and expertise, requiring a solution that could cater to individual needs.

Team Integration:

The leadership team was relatively new, and members needed to build trust, improve communication, and learn to work together effectively during a time of organizational change.



"We had leaders who were in significantly different portions of their growth journey...they were not used to coming together, so I really needed them to be able to take trainings and develop those skills in a way that was private and respectful of where they were at in their journey"

- Meghan McKnight, HR Director Camp Korey

The Solution:

Bundle provided a tailored curriculum focused on change management and essential leadership skills, enabling leaders to:

- Support their teams through change, helping individuals adapt to new processes and structures, and addressing their concerns.
- Foster resilience and adaptability within their teams, enabling them to bounce back from setbacks and thrive in dynamic environments.
- Drive alignment and maintain productivity, ensuring that teams remain focused on key objectives throughout the transition.

Bundle's personalized learning approach ensured that each leader received content tailored to their specific needs and skill level. This was crucial for an organization with leaders at different stages in their careers.



"Bundle demonstrated impact to our leadership team and some of the content that we would get... so even those who would not have been supportive of any other type of training were like, 'Yeah, I think that I could use that.'"

- Meghan McKnight, HR Director Camp Korey

Program Overview	Program Details	Bundle Skill Sessions
<p>Employees Enrolled: 7</p> <p>Program Launch: September 2024</p> <p>Roles: New Leaders</p> <p>Overview: Camp Korey’s program combined personalized learning and group collaboration, featuring 10 pre-selected skill-based sessions and 2 elective sessions. Individual leaders participated in 90-minute one-on-one training sessions with expert trainers, followed by group discussions to reinforce learning, share insights, and build trust within the leadership team.</p>	<p>12 Skill Sessions: 10 pre-selected sessions focused on change management and essential leadership skills, plus 2 elective sessions chosen by individual learners.</p> <p>Personalized 1:1 Training: Individual leaders participated in private, 90-minute sessions with expert trainers.</p> <p>Group Discussions: Leaders came together after completing their individual sessions to share insights, discuss implementation strategies, and build trust as a team.</p>	<p>1. Effective Communication</p> <p>2. Building Strong Team Dynamics</p> <p>3. Elevate Emotional Intelligence</p> <p>4. Conflict Resolution and Management</p> <p>5. Resilient Leadership</p> <p>6. Coaching and Feedback</p> <p>7. Motivating People for Performance</p> <p>8. Managing Change</p> <p>9. Strategic Decision-Making</p> <p>10. Creative Thinking and Innovation</p> <p>11. Empathy and Compassion at Work</p> <p>12. Leading Difficult Conversations</p>

The Results:

Bundle's program delivered several positive outcomes for Camp Korey:

Improved Leadership Skills and Self-Awareness: Leaders at all levels, including those new to their roles, developed essential leadership skills. The program helped individuals understand their strengths, weaknesses, and preferred leadership styles. As Meghan McKnight noted, "[Those] who came into it with a starter level of leadership...were able to determine what skills were needed in order to maintain in a leadership position. That allowed them to then decide if they even wanted to stay in that type of position."

Enhanced Teamwork and Trust: Group discussions fostered a more cohesive leadership team, enabling them to navigate organizational changes effectively.

Positive Feedback: Overall, feedback from participants was positive, with leaders appreciating the personalized approach and the ability to apply the training to real-world scenarios.

Session Ratings on a 5-Star Scale:



"It was very effective to have space to individually speak to somebody about where you were at...The fluidity of the trainers and their ability to adjust the content where they recognize that individuals had a level of expertise and didn't need to be spoken to but in fact engaged with was very important."

- Meghan McKnight, HR Director Camp Korey

The Future:

Camp Korey successfully utilized Bundle to support its leaders through a challenging transition. As Camp Korey looks to the future, the foundation laid by this program will support a culture of continuous learning and development. Leaders are now equipped with the skills and mindset to not only navigate future changes but also to proactively seek out opportunities for growth and improvement within themselves and their teams. This ongoing commitment to development will ensure that Camp Korey's leadership remains agile, effective, and prepared to meet the evolving needs of the organization and the children it serves.