

ENABLING AUDIENCE NETWORK'S STRATEGIC PARTNER MANAGERS TO ENGAGE CONSULTATIVELY, AND DEVELOP EFFECTIVE ADVISORY RELATIONSHIPS WITH SENIOR STAKEHOLDERS

Facebook Audience Network empowers app developers and publishers to deliver a great user experience while growing a sustainable business. With Facebook demand from millions of diverse global advertisers, publishers can expand their app's reach, keep users engaged and monetise globally.

SBR engaged as part of the global transformation team that had been created within Facebook to **evolve the Strategic Partner Manager (SPM) role** to account for **shifting publisher needs** at a critically important time for the organisation.

This required the business to continue to hone the confidence and capability of their SPMs to be a **proactive trusted advisor** to their publishers in order to help them thrive in change.

THE RESULTS

The programme exceeded the internal objective set for training satisfaction by 10%, is on track to achieve **the behavioural change ambition of + 25% uplift in consultative selling activities** and the desired increase in career pulse dimension.



“ SBR engaged quickly and effectively with our global team to align with our current state to provide a pragmatic solution to reach our desired future state . They worked in partnership with us using the insight from stakeholder interviews and the review of our assets to create and facilitate a programme that was tailored to the needs of business at a time when the industry was going through significant operational changes.

Throughout the global roll out of the programme the team were continuously engaged in feedback loops with us to ensure the content was tailored, relevant and enable the global participants. As an internal consultant, what I really appreciated about SBR's approach was their flexibility and their willingness to understand the business at a deeper level. This was reflected in the feedback received from participants at all levels who called out that they were able to apply the frameworks with ease since the context and scenarios resonated with them.

As a result of the programme, we identified behaviour changes throughout the team that are translating into positive business impact globally. As a project, we have exceeded our expectations in terms of objectives and I couldn't thank or recommended SBR enough.

Krishma Parekh *Learning Solutions of Facebook Audience Network*