



Alexandra Frye

Director, Business Process & Training, ContainerPort Group

ContainerPort Group (CPG®) is an award-winning multimodal transportation company specializing in international drayage and logistics solutions.

THE CHALLENGE

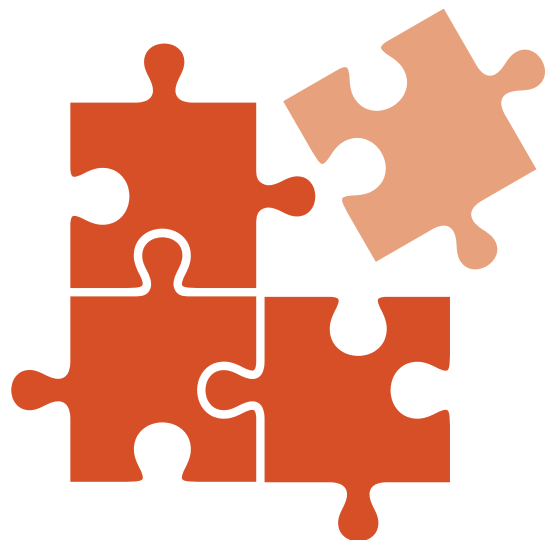
As a provider of end-to-end shipping solutions, ContainerPort performs a critical function in the supply chain. Yet with 400 employees, they had no formal training team in place. Technical training was established on system admin functions, but there was no role-based, skills, or development training.

Alexandra Frye was approached to develop and lead a new training team with the mission to identify, align, create, and improve processes for the business and match training outcomes to these goals.

THE SOLUTION

Starting from the ground up, Alexandra had the perfect opportunity to build and organize ContainerPort's new training team around Instructor-Lead Participant-Centered models. She established the Process and Training Team and implemented Creative Training Techniques® to help drive engagement and retention.

They regularly incorporate 90/20/10 timing, Need to Know content, gamification, and CPR (Content-Participation-Revisit) to ensure their training is engaging and relevant to their participants. They ensure participants' life experience is brought into the sessions and use those experiences to help learners retain and apply the knowledge they've acquired.





THE RESULTS

Thanks to Alexandra's new training team and their approach to engaging learners, they've demonstrated real positive change. Job satisfaction among employees improved as much as a 10% improvement in the first year alone in the areas of Engagement, Communication, Management, Work Environment Satisfaction, Work/Life Balance, Executive Leadership, Recognition, Alignment/Accountabilities, Growth, and Trust.

Operational margins improved 16.5% on storage, 14.3% on accessories (supplemental add-ons), and a whopping 50% improvement on unrecoverable operational losses! Their hybrid and remote offerings, streamlined processes, and consistent training offerings increased productivity considerably as well. The impact to the bottom line for twelve months ending June 2023 is an increase in profitability of approximately \$6,000,000 annually.

In Their First Year, Process & Training Logged:



"I came from an education, leadership, and curriculum design background and was given the opportunity to step into a role in logistics operations; this career shift allowed me to experience multiple seats in the business and, in turn, to be able to use multiple angles of my career and life experiences to identify a gap that I not only observed but also felt in the flesh. The Process and Training team started with this vision—to provide consistent support and growth opportunity for our people and our business. I am proud to say that I have a team of talented and passionate people that share in this, and together we make it our mission to take this vision and make it a reality."

Alexandra Frye—Director, Business Process and Training

