



Getting Things Done® at Websense

The Challenge

Employees were seeking creative ways to increase productivity in Websense's quest to become the "next big security company!"

Websense, Inc. is the global leader in integrated Web, data and email security, providing Essential Information Protection for more than 42 million employees at more than 50,000 organizations worldwide. Headquartered in San Diego, CA, Websense has locations worldwide. Websense has a corporate training group charged with delivering results-driven learning in all locations – the group was put in place a few years ago. One offering provided to Websense employees by the corporate training group is a well-known time management approach. Senior Corporate Trainer, Kevin Vezza, had noticed that employees who attended that program tended not to keep up with the approach and methodology and it therefore seemed less effective for the high volume encountered in the day-to-day. Kevin found a new personal productivity option that, several months into delivering it at various Websense locations globally, he feels resonates better with attendees and, as a result, has greater "stickiness" and, thus, effectiveness in creating better personal productivity.

Linkage Solution

Websense brings the GTD® personal productivity approach in-house.

Kevin had read personal productivity guru David Allen's bestselling book, Getting Things Done: The Art of Stress-Free Productivity (Viking, 2001). He also attended one of Allen's RoadMap seminars, a one-day session offered by David Allen himself that "defines the game and helps participants jump into it at a new and expanded level," as David says. David Allen mentioned in the RoadMap seminar that corporate trainers could become certified to teach the Getting Things Done (GTD) approach within their own organizations through Linkage. Kevin put some focus into it and with the help of his boss, Director of Global Corporate Training, decided there was high value in providing the GTD approach at Websense. Kevin attended Linkage's 4-day Train-The-Trainer program in November 2007, became certified in January 2008, and was teaching his first GTD Path to Personal Productivity workshop at Websense within three weeks. To date, Kevin has delivered the program in California at corporate headquarters and their Los Gatos office, as well as, in consultation with local HR staff at Websense locations in Ireland, the UK and now twice in China – just under 10% of Websense employees have elected to take the workshop within a year of it being offered. Kevin teaches the GTD Path to Personal Productivity one-day course in two half-day sessions, which works best for Websense employees. Of the offerings in the corporate open enrollment training catalog, the GTD course is one of the most highly attended.





Results:

The program is very well received, Kevin stated, and the feedback is very positive. Participants who have taken the GTD program at Websense report that they feel less driven by the latest and loudest. The GTD process is a systematic approach that can be customized and used with any tool – paper, file folders, and electronic, such as, Outlook, PDAs, etc. – which allows each person to better focus on what’s most important in their accountabilities and their work. “From the beginning [of the program,]” said Kevin, “Participants can’t wait to hear more ... Just getting rid of the overwhelming feeling caused by the volume of email, which feels so large and so challenging, is an immediate benefit and gives them serenity in their job. The ‘2-minute rule’ is always a favorite There is a high level of excitement among participants as they go through the program that GTD will make a difference.” Kevin also described that as more and more Websense employees have attended the GTD program, people have a shared language for productivity, and there is a virtuous cycle: the interest level is raised among people who would like to take the course Kevin offers. Those who have been through the program at Websense embrace the concepts and feel they have a new understanding of how to get their minds free so as to be able to apply themselves where it matters most. An added benefit that participants find is that the concepts apply outside of work, too. Websense employees at one Websense location even have a biweekly GTD study Master Group that runs on its own and is attended by the biggest GTD proponents.

After the program, Kevin follows up with all participants via email for several weeks to help everyone continue to develop and ingrain GTD habits – none of which requires special technology or materials – and help them to reap the most benefit from the GTD approach. Kevin stated, “I often get the feedback from those who have taken the course at Websense that they continue to use what they learned every day. They feel like they are keeping up with the volume and even getting ahead. It’s true: once you get into the habits you learn from the GTD approach, it works.”

Linkage Products and Services Used in This Case Study

Getting Things Done®: Train-The-Trainer Program

Offered in exclusive partnership with The David Allen Company

This four-day Train-The-Trainer program offers corporate trainers a unique opportunity to become certified and licensed to teach the one-day workshop, *Getting Things Done®: A Path to Personal Productivity*, to their internal clients. The curriculum is structured to provide an in-depth review of the five phases of the **Mastering Workflow** model developed by David Allen. Participants will receive a comprehensive toolkit of resources to master the content and enable successful delivery of workshops. The program includes 4 tele-coaching sessions by a Master Certified GTD practitioner. In addition, following completion of the program, participants may attend free quarterly tele-conferences to expand upon their knowledge.

For more information, please contact Linkage at 781.402.5555.