

Wabash closes soft-skill gaps with University of Phoenix's tailored program

University of Phoenix worked with Wabash to design a training program that mapped entry-level roles and the soft skills needed for non-salaried employees to pursue salaried positions.

The challenge

From gap to growth

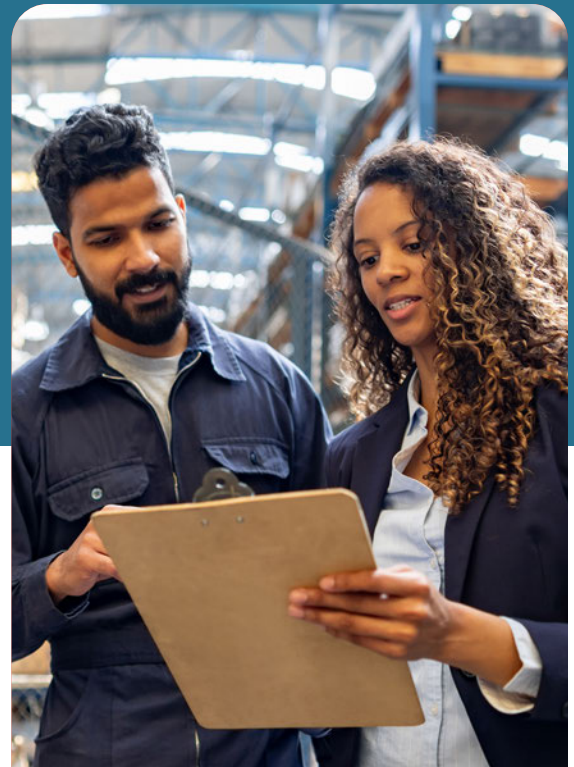
Wabash, a national leader in industrial manufacturing, depends on a resilient, skilled workforce to serve industries in transportation and logistics. But as employees voiced concerns about unclear career paths for non-salaried roles, leadership recognized a dual need: Employees wanted clarity on how to grow, and Wabash needed a way to retain, promote and unlock frontline talent.

To address this, Wabash set out to create a training experience that would do more than teach. It would transform. The goal was clear: Build confidence, strengthen communication and help prepare employees for salaried roles across the organization.

The solution

Tailored training, real results

Wabash worked with University of Phoenix's Professional Development team to create a 12-week program tailored to the company's workforce needs. Taking a hands-on approach, the team worked closely with Wabash to target soft skills needed across all entry-level salaried roles. The result was a customized solution that combined six online skill modules with one-on-one mentorship, creating a rhythm of learning and reflection.



Snapshot



Challenge

Soft-skill gaps among nonsalaried employees



Solution

12-week personalized training program with six online skill modules and mentorship



Results

- 88% satisfaction rate*
- Improved confidence, leadership, and collaboration
- Career clarity and measurable growth

The skill modules were:

- Active and Empathetic Listening
- Communication & Conflict Resolution
- Critical Thinking
- Effective Communication
- Emotional Intelligence for the Workplace
- Team Building & Collaboration

Each week participants completed a module, then met with a mentor to discuss how to apply what they learned in real-world scenarios. These conversations helped bridge theory and practice while also building cross-functional relationships and trust. This mentorship model stood out as the differentiator, ensuring that learning didn't stay in the classroom but was lived out in daily work.

“ This initiative is changing careers and changing Wabash. We've already seen promotions, stronger confidence and a wave of momentum and interests that's shaping the future of our workforce.”

Nikki Hicks

Sr. Manager of Talent Development
Wabash

Learn more at:

phoenix.edu/workforce-solutions



The outcome

Confidence in action

The training program turned potential into performance:

- **88% satisfaction rate***
- **70%** of participants completed all modules
- Employees gained confidence, enhanced communication and improved collaboration

Participants shared how the program empowered their growth. "I learned how to manage tough situations better," one employee said. Another added, "This expanded my understanding of critical thinking and how to apply it every day."

More than a pilot, the program became a prerequisite for advancing into salaried roles at Wabash. Through this initiative, the team created a structured, supportive pathway that not only addressed employees' desire for growth but also strengthened the future of Wabash's workforce.



What's next

Scaling success

Encouraged by the results, Wabash plans to enhance the program with job shadowing and micro-credentials to support continued growth and advancement.

Additionally, Wabash currently takes advantage of **tuition benefits** offered through University of Phoenix, providing employees with broader access to education opportunities.

*88% satisfaction rate based on 33 individuals who completed the survey between March 2025 and July 2025.