

The power of digital training and leader-led follow-up



Client need

A leading financial services company needed to train 900 branch managers on foundational leadership skills, such as - setting goals and holding people accountable, providing corrective feedback and improving morale. The company's goal was to boost productivity and reduce costly employee attrition.



The solution...

- **BTS Rapid Learning** combining six-minute single-concept micro-videos and leader-led coaching in a "micro-first cycle" approach.
- **Senior leaders devised a group training initiative** driven by micro-videos and their belief that learning must be revisited. They engaged in 16 three-week "cycles" over the year. Each cycle focused on a single desired behavior change.
- **Meetings consisted of discussion, role-play and performance feedback.** Between meetings learners practiced the behaviors on the job and reported experiences in subsequent meetings.
- Participants supplemented their journey by accessing related BTS micro-videos **in the flow of work.**



Results

After one year the managers had achieved meaningful mindset shifts in 16 key performance areas and **developed sustainable new habits.**

The company **boosted employee retention by 25%** on the teams involved in the training, versus 0% on other teams.

The next year, the company **repeated the program** with 750 additional managers.

BTS Rapid Learning



#rapid-learning

Fast-paced micro-training for leaders and salespeople. Short, focused content boosts utilization. You get higher learning retention and a better return on your training investment.

Learning in the flow of work

Highly tactical content provides 5- to 7-minute solutions in the moment of need. Learners are armed with practical tools that address specific challenges.

Time: 5-7 min

Research-based learning

Videos grounded in academic and institutional research on the science of influence and persuasion. Highly credible. Research creates urgency to act.

