

Scaling an award-winning, facilitated leadership program with a self-paced journey



Client need

Amidst significant change in priorities, a leading media and telecom organization was challenged with how to scale its award-winning facilitated leadership program to reach a geographically dispersed pool of new leaders across the organization... on a significantly reduced budget.



The solution...

Through a highly collaborative and comprehensive design phase, BTS was able to re-design the entire learning experience by leveraging the following elements:

- **Creating a series of self-paced learning modules**, for pre- and post-workshop consumption that would reach large numbers and drive both knowledge acquisition and learning sustainment.
- **Leveraging and digitizing existing in-house resources** and assets to optimize costs and efficiency.
- **Integrating all learning program elements** within the organization's learning ecosystem.



Results

Though facing dramatic cuts in their training budgets, the organization partnered with BTS to deliver a high-impact program – achieved by emphasizing digital learning (e.g., microlearning, virtual-learning in groups, performance support).

The company was able to stay within a reduced budget and still deliver a best-in-class leadership training program that reached the desired audience in an engaging and effective way.

Self-Directed Virtual Journey



#leadership journey

Goal

Roll out a best-in-class leadership training on a significantly reduced budget

Areas of Focus

- Business acumen
- Leadership skills
- Customer experience
- Broaden internal networks

Business Outcomes

- Raise manager NPS scores
- Build top performing teams

Build Excitement

Internal marketing campaign to raise awareness, and a recorded CEO video announcing program to lend executive support and gain buy-in.

Time: 2 weeks before launch

Kick-Off

Workshop to understand core themes of the campaign. Engage in a simulated game that will continue into the digital learning environment.

Time: 8 hours

Digital Simulations

Simulated conversations that explore different scenarios and help learners practice their skills in a safe learning environment.

Time: ongoing

