# Scaling an awardwinning, 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.

**Activity 2** 

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.

**Activity 4** 

Time: 8 hours

## Digital Simulations

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

**Activity 6** 

Time: ongoing

**Get Ready** 

**Activity 1** 

Participants are asked to get 360 feedback from their peers and to engage in some selfreflection exercises on leadership styles.

Time: 1 week before launch

### **Self-Paced Learning**

**Activity 3** 

Access to a series of microlearning modules that cover the main themes of the course – business acumen, coaching, customer experience etc.

Time: ongoing

## **Real World Application**

**Activity 5** 

Gradually bring the learning into the cadence of your everyday workflow, then connect with senior managers to reflect and define concrete action plans.

Time: ongoing