

Leader development at scale



Client need

A leading technology company wanted to align its 8,000 managers on leadership behaviors in the context of their own, unique business direction. The company wanted a solution that allowed them to get it all done in a single 24-hour period.



The solution...

The organization partnered with BTS to create a solution that:

- Included **gamified pre-work** that engaged people and excited them about the event to come.
- **Created an immersive experience:** a "choose your own adventure" business leadership simulation in which each choice made by participating teams triggered new information and decisions.
- Combined in-person events with an **equal number of people joining virtually** in teams via virtual classroom technology.
- Allowed the **client to facilitate the event themselves**, with on-site and remote support from BTS across the five regions around the world.
- Was **designed to be delivered in a completely virtual format**, giving it added scalability and impact to wider audience and new situations.



Results

8,000+ leaders aligned in 24 hours



The pre-work and simulation platforms... amazing



Our experience with BTS... is one that not only leads us to continue the relationship, but would recommend to other companies!

