

# 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.