

# Accelerating Leadership Alignment



## Client need

A multinational financial services corporation needed to ensure 40,000 of its leaders were engaged and aligned on leadership principles and ethical imperatives.

Starting with a 2.5-hour virtual classroom event for its first 15,000 leaders, the firm recognized the need to accelerate the rollout to meet its timing objectives.



## The solution

The organization partnered with BTS to create a solution that:

- ✓ Used BTS' **Virtual Digital Event** platform to deliver a compelling 90-minute interactive experience to audiences of 1,000 to 2,000 people at a time.
- ✓ **Engaged leaders in a realistic, interactive case study** in the form of an email exchange that raised ethics and leadership challenges. Leaders learned to identify ethical issues through a three-lens framework and proactive actions.
- ✓ Included a number of **crowd-sourcing exercises** via the digital platform in which leaders contributed ideas, developed plans to overcome action traps, and shared real-world examples. **Participation rate was near 100%**.
- ✓ **Facilitated by c-suite executives** via streaming video with the interactive exercises occurring side-by-side. Supported by a BTS operator, individual leaders joined using their PCs without the need for extra virtual classroom infrastructure.



## Results

- ✓ The organization reached the entire audience by their target date. In doing so, the bank met its regulatory requirement and executed on a key pillar of its strategy.
- ✓ Participating leaders shared many examples of how the content has been applicable to both work and personal life.
- ✓ Senior executives received high ratings for the sessions and gained 'leader as teacher' experience.