

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!

