Leader development at scale

Case study

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...
• 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

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

“The pre-work and simulation platforms... amazing”