



Microsoft Transforms Global Salesforce with Cohort-based Learning

BUSINESS CHALLENGE

Sales enablement

INDUSTRY

Technology

DISTRIBUTION

Global

LEARNER LEVEL

Mid-career

LEARNING DESIGN

APPROACH

Cohort Learning Program



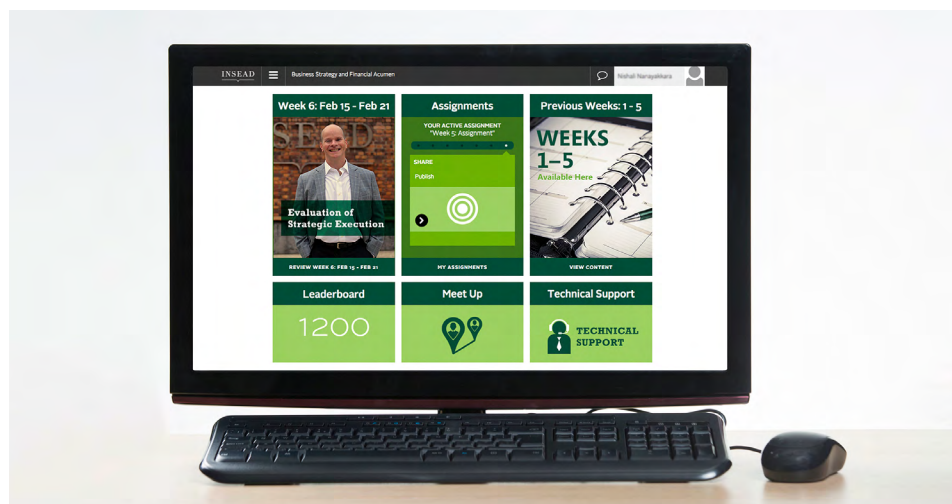
We are thrilled at the impact this groundbreaking cohort program for Microsoft sellers is having on our business. And, our sellers are rating the Intrepid-delivered courses even higher than in-person training events. We couldn't be happier.

LUDOVIC FOURRAGE
 SENIOR DIRECTOR
 DIGITAL LEARNING
 MICROSOFT

BUSINESS CHALLENGE

Microsoft needed a new training regimen for their global sales teams to support the organization's overall business strategy paradigm shift to a mobile-first, cloud-first company. For the sales team, this meant a change from selling to an IT manager to selling to a business decision maker, an audience requiring a very different approach by the global salesforce.

With their traditional training methodology, it would have taken Microsoft more than four years to reach everyone in their 15,000 strong global workforce, an unacceptably long time in an era of rapid change and disruption.



SOLUTION

Microsoft teamed with Intrepid and global business schools INSEAD and Wharton to deliver a 3-course "Microsoft Business School" using a cohort-based learning approach.

The three courses each last six to eight weeks and all share a similar multi-modal learning approach and standard experience on Intrepid's platform. They are time-bound but semi-synchronous, meaning that content is available for learners to access 24/7 but released on a weekly basis to encourage learners to keep pace with their cohorts, and final assignments have specific deadlines. In alignment with short-form content best practices designed to meet the needs of the modern learner, participants are expected to put in

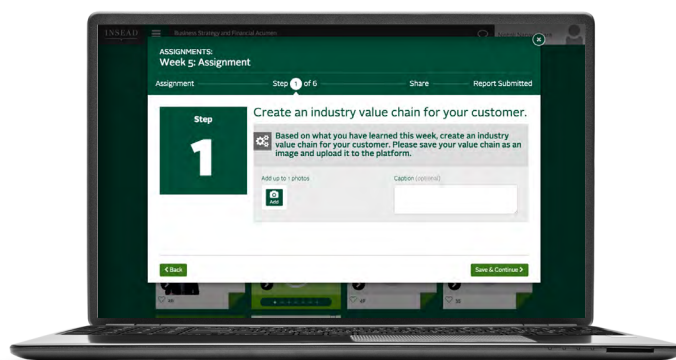
three hours of time per week (total) consuming content and applying learning. But they can do so in chunks as small as 5–30 minutes in and around their busy travel and work schedules. Currently all three courses are run simultaneously throughout the year for multiple cohorts.

Learners who pass the course also achieve Online Executive Education Certificates of Completion from INSEAD or Wharton respectively, which includes an open and verifiable digital badge usable on their LinkedIn profile.

RESULTS

The “Business School” cohort series has surpassed expectations and delivered consistent results for three years and counting. The impact of the Business School series has been immediate and beneficial, with learners and their managers continually crediting new customer wins directly to having taken the courses.

From a survey conducted to merely 177 randomly selected participants one year after the first full launch, total self-reported deal revenue directly linked to the INSEAD courses was over \$50M. Assuming the scale of impact is similar throughout the rest of the program’s alumni, the estimated business impact of this program in just the first year would be ~ \$1.4B.



OTHER KEY METRICS:

- Readiness Impact Scores, a standard Microsoft L&D metric, consistently ranked between 172/200 and 188/200 (usually 140/200 is considered a solid score)
- Thousands of real customer account plans created (and peer-reviewed) through final assignments
- A laundry list of multi-million dollar new deals won directly because of concepts learned in the courses
- Passing rates consistently in the ~80% range for all courses and cohorts
- Continued high, ongoing voluntary enrollment for all cohorts
- 90% of learners sharing their INSEAD and Wharton certified digital badges on LinkedIn after successfully completing the course
- Net satisfaction ratings from post-course surveys of ~99%



“Simply the best training I have come across.”

PRODUCT LEAD, SINGAPORE

“These were the best courses I’ve taken at Microsoft in the last 16 years. It’s really amazing how the course turned my thinking in how to engage with customers, and I applied it, and we had great customer success. Really cool course.”

SELLER, EMEA

“Thank you for leading on the cohort program. The feedback has been outstanding from those who have attended from my team.”

GROUP PRODUCT LEAD, UK

“This sales enablement program is one of the highest rated and most engaging our Sales and Marketing Readiness Group [now Worldwide Readiness Group] has ever seen. Period. I’ve never seen so much buzz at the senior levels about a learning technology. The mobile-first, contemporary design, deeply integrated social discussions and real-world assignments have led to absolutely thrilling levels of seller engagement — all of which is directly supporting our transformation. And Intrepid has allowed us to move at the speed of modern business.”

CHRIS PIRIE, GENERAL MANAGER, WORLDWIDE READINESS, MICROSOFT

Ready to transform your salesforce?

See how easy it is to start growing your revenue, too.

CHAT WITH A LEARNING ADVISOR TODAY