



# WHY WE'RE COLLABORATIVE

**It would be easy, but much less interesting, to say we had the idea to be a collaborative learning platform right from the start. But as is so often the case, the truth is much more exciting.**

Intrepid's learning technology platform evolved starting in 2014 as a result of an overwhelming feeling that the online learning options available to the corporate world just weren't good enough. Not good enough especially when compared to B2C experiences everyone was having in their personal lives. So that was building block number one: consumer grade experience.

Then, as is so often the case with innovation, we had a lot of bad ideas. No one was biting. We knew the consumer-grade experience piece was important, but what came next? Enter an innovation firm who wanted to partner on something consumer grade that was also focused on applied learning. Building block number two: on-the-job application during the learning experience.

This led to some actual paying customers! But we knew we were still lacking a secret sauce. Fortunately, a board member familiar with academic MOOCs strongly suggested that we look at using the MOOC approach to solve business challenges. Enter Microsoft, and a pivotal brown bag lunch session where Intrepid hypothesized a MOOC-like but corporate (and consumer-grade and applied) learning solution. What if multiple people learning together but at their own pace could solve a common business challenge? Microsoft was excited because they were facing their own digital transformation, from selling hardware to CTOs to selling cloud solutions to business division buyers. They needed to transform their sales team, and traditional learning would take way too many years to get them all up to speed. Building block number three: cohort-driven MOOC-like (but corporate-centric) learning.

This is where the story leads to collaborative. By putting groups of people together in a single learning

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experience, adding social elements like those found in consumer social media applications only made sense. And the feedback from learners from that first run of Microsoft's sales course pointed us back to collaborative elements more and more. Collaboration, it turns out, not only solves business challenges, but fights the isolation of the crappy e-learning and run-of-the-mill corporate learning experiences that had led us to design our own learning technology in the first place.

Collaboration is not the final building block, but rather the heart and soul of a living learning experience built with applied learning, consumer-grade, cohort-driven corporate learning. But we'll be honest – not everyone at Intrepid was on board with the social and collaborative elements of the new direction. Some saw social media elements as too lightweight to be of use to the corporate world. Some just didn't see how you could make a group go through a course semi-synchronously with success. Etc. But then came customer, and more importantly, learner feedback, and everyone became convinced that collaborative was the way to go.



And it's the way we have gone since, with every [feature release](#) and [new vision](#) for corporate learning we've had. What's next? More collaboration within the blended, hybrid work and hybrid learning world we all live in now. We'll never abandon our first three building blocks, because applied learning, cohort-driven learning, and consumer-grade experiences are all important. Not to mention points, badges, and LinkedIn credentials. But like we said, collaboration is the heart and soul of any good corporate learning experience that solves real business challenges. Because [learning with and from others](#) is the way we all prefer to get things done.

## INTERESTED IN MORE INFO OR A DEMO?

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