

Business Challenge
SALES ENABLEMENT

Industry
PROFESSIONAL SERVICES

Distribution
GLOBAL

Learner Level
SENIOR

Learning Design Approach
BLENDED LEARNING

High participation from senior partners, and learners report they are able to get the information they need to succeed in the manner they need it.

SNAPSHOT

Global Management Consulting Firm Captures & Shares Intrinsic Legacy Knowledge

SITUATION

- Knowledge transfer gap, with tenured partners reporting newly-appointed partners had potential, but lacked client engagement skills
- Tacit expertise at the senior partner level that needed to be captured
- Senior partners skeptical of online learning
- Highly competitive workplace

SOLUTION

- 14-week online program for new partners with both face-to-face and online coaching from tenured partner mentors
- Content structured around 6 key milestones of client engagement
- Applied learning assignments to create real work products for actual critical client prospects
- “Coaching pods” with online cohort and mentor review of Missions, and shared insights and takeaways across all cohorts

IMPACT

- Terrific response from all participants, especially about the value of generating new insights and validating learning through discussions and Missions
- Both tenured partners and new managers feel the program is so valuable it should be rolled out to the firm more broadly
- So much buzz around the coach/mentor role by senior partners that the expected 4:1 mentoring ratio dropped to 2:1