

... CASE STUDY

Fostering a Culture of Collaboration and Growth at a Global Insurance Provider

Challenge

With a focus on building a stronger organization, a global insurance provider set a new engagement strategy to focus on customer experience, collaboration, and innovation. Unfortunately, the planned launch of the new program ran right up to the start of the COVID pandemic. With the new restrictions, they had to pivot to a virtual program in just four weeks to ensure that the experience for the employee was unaffected.

Solution

With the help of GP Strategies®, they designed and implemented the interactive, virtual seven-week blended engagement program. The program utilized peer-to-peer learning to encourage collaboration and leveraged technology to engage employees in strategy sessions and discussion boards. All levels of the organization were encouraged to participate allowing for cross collaboration and skill strengthening. The program consisted of both live and on-demand sessions with group and self-paced activities.

Business Impact

Because this program was the organization's first fully virtual, large-scale global learning program, it was encouraging to see that engagement levels in the program exceeded expectations. Delivered on time and with participation at the highest level in the organization's history for a strategic employee engagement program, this program is having a sustainable impact on culture and is helping to accelerate growth.



Great sessions, very excited to see not only was our strategy not put on the back burner due to COVID-19, but it is being accelerated! I love...giving all employees a way to be heard.

- Training Participant



RESULTS

Effective rollout to **49,000** global employees

Program completion from **85%** of participants, an **increase of 6%** over the previous learning program

Strong engagement with over **9,900** new ideas generated via peer-to-peer collaboration

