



## From Blended to Virtual Learning Flexible and Impactful Leadership Development

### WHY this program

In 2018, a global pharmaceutical company asked GAIA Insights to modify an existing GAIA Insights executive program to meet a newly defined objective: To **facilitate and implement “top-down” organizational cultural change**. The cornerstones of the new program were:

- Targeting of the most senior 350 executives across all divisions and all geographies;
- Aligning personal behaviors with defined leadership and enterprise expectations;
- Creating consistency, common language and culture change within the whole company.

The program was designed as a 12-month blended learning journey consisting of regular virtual interactions, personal and team assignments, as well as two week-long face-to-face modules for intensive impact and learning.

When the pandemic struck, it was a unique opportunity to re-think the approach to have even greater impact for the organization. Obviously, the blended format had to be changed to a purely virtual offering.

**“The program was a powerful, exciting and unique experience.** It transformed me (and still is) as no other course has... the insights shaped the way I work and interact with others.”

Participant

### WHY GAIA Insights

Having worked on a number of leadership journeys together in the past, the client knew they could rely on GAIA Insights’ trademark features such as **extraordinary flexibility, a high degree of customization and putting the participant experience first**. Working closely with the client’s internal L&D leaders as well as expert partners, the GAIA Insights team ensured all the various stakeholders took an active part in the new direction. It resulted in positive challenges and learnings from each other, which were highly appreciated by the client throughout the partnership.

**“Moving away from traditional training programs to curated development journeys that engage the learner at various levels is the right way to go. A high-touch experience,** specifically designed for and catering to the next generation of corporate leaders.”

Client

## HOW the program was set up

Based on the existing blended journey, the virtual version developed into a very different program format-wise: Live modules were replaced with modified online sessions. Because participants based at home or in remote offices required more flexibility, the structure changed from smaller, closed cohorts to open enrollment. Additionally, **traditional webinar deliveries were replaced by a more fluid conversational style**, complemented by:

- Personal reflections;
- Experiential challenges;
- Facilitated small group discussions;
- Drop-in sessions and on-demand chats;
- **Personalized check-ins from the GAIA Insights Program Mentors.**



“Very thought-provoking and useful for me to support my team, my family and the company better.” **Participant**

## WHAT the business impact was

The content had a strong focus on personal growth. Rooted in the principle of self-discovery, the program became a very holistic, transformational journey. Internal participant surveys showed significant behavioral changes, in particular **measurably increased levels of trust and openness, motivation and greater team effectiveness.**

The close partnership between the client and GAIA Insights enabled the company to adapt their leadership development requirements continuously. According to the organization, the program **more than successfully equipped their executives to lead and innovate in an ever-changing and increasingly complex environment.**

Given the purely virtual set-up, the client has chosen to scale the program to make it available to 15'000+ leaders in the next few years, thereby increasing the company-wide impact even further.

**Let us know how we can support you and your organization to meet challenging leadership goals.**

Contact our team to find out how your organization can benefit from choosing to partner with GAIA Insights:  
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**GAIA Insights** is a virtual boutique firm providing customized leadership development solutions that participants describe as “life-changing”. Since 2012, we have designed and delivered premium programs around the world that are highly personalized, for sustained results. Together with carefully selected experts from our global network we develop authentic, inclusive and courageous leaders who lead from within. GAIA Insights is a Certified B Corporation®.

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