Online Leadership Education for Non-Profit Organization

CLIENT SITUATION

As part of their strategic vision of offering unique and innovative professional development programs to their members, a highly respected professional women's organization piloted an online leadership program in 2011. Participants came away with skills and knowledge on how to be productive and functional when confronted with professional and personal challenges. The program was a blended solution developed primarily by volunteers. The program delivery included access to a unique online platform, live interactive sessions and robust participant materials. From the success of the pilot, this client confirmed a new revenue generating opportunity and desired to make this program sustainable. The goal of the permanent program was to address an unmet professional development need with the client's global membership as well as provide a program to sponsor-level stakeholders to engage their own workforces.

SOLUTION

Applied Intelligence Consulting was contacted to help provide a revised and refreshed learning solution to make this program sustainable and profitable in order to deliver value to this client's critical stakeholders and members. In support of this revised leadership program, our consultant delivered the following work:

Program Strategy:
- Collaborated with volunteers and client leaders to define and draft a process on how to run the program each year (including how to engage volunteers, manage content and program logistics)
- Drafted a project plan for content development- including detailed tasks and effort hours
- Crafted an instructional strategy for the overall program
- Served as a catalyst for good instructional practices during brainstorming sessions, planning and content design sessions

Instructional Analysis:
- Conducted an analysis of learning objectives and outcomes comparing the pilot program to the revised program and presented it to the client CEO and other key stakeholders
- Reviewed, analyzed and provided instructional design recommendations how to improve the content in order to achieve the key learning objectives

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- Led the effort to draft the revised program outline that included new and improved learning objectives that were in alignment with the client's corporate objectives
- Provided recommendations on the delivery and logistics of the program

Content Design and Development:
- Designed a custom template for the participant guides
- Collaborated with coach subject matter experts to design program format and develop the content
- Delivered 4 professional participant guides and managed the review cycle

VALUE CREATED

Approximately 400 participants registered for this virtual program, representing over 90 healthcare organizations, spanning across 34 countries. The client was able to derive a profit from this program as well as reach their corporate goal of providing virtual leadership programs to their global membership. They were also able to engage one of their sponsor-level stakeholders and delivered a customized version of the program to the stakeholder employees.

About Applied Intelligence Consulting

We help clients imagine, create and implement more efficient systems to improve their business operations, processes and people. We help clients think strategically about how their business is operating, how employees are performing and ultimately how customers are responding. We objectively help our clients identify and prioritize opportunities for operational efficiency and partner with them to define, document and implement an operational plan, key business processes and employee training programs. A well-defined business system results in greater customer value, more

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efficient resource utilization, higher quality products and services, accelerated time to market and a strengthened bottom line.