

DIGITAL TRANSFORMATION

What was the **PROBLEM**?

Four decades of successfully selling instructor-led training (ILT) solutions to a global market had lulled Strategy Execution (formerly ESI International) into a false sense of security. By the time the company realized the market had shifted to buy more digital learning alternatives, they saw a major slide in revenue over four successive years, starting in 2014.

What was my role in the **SOLUTION**?

As the new Chief Product Officer at Strategy Execution, I immediately went to work on digitally transforming the old-school learning products to meet the market needs and stem the loss of revenue.

What was the **RESULT**?

Responding to the urgency of the situation, I put together an elite team of product managers, product developers, instructional designers, and thought leaders. This team launched a new go-to-market annual subscription model, platform, and product in under six months - The Strategy Execution Hub. The innovative Job to Be Done (JTBD) approach we applied to the user experience (UX), and the bite-size learning paths built around common project management problems, is what caused Korn Ferry (the acquiring company) to choose this technology solution over others it already had.

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