

RECIPE FOR SUCCESS:

# How Great Leaders provide more effective training and attracts more customers by going digital

CUSTOMER CASE



*After many years in the leadership/training industry, Mattias Dahlgren, CEO of Great Leaders, felt that something had to be done about the conservative way in which we teach. He glanced at other, more advanced, industries and realised that Great Leaders also needed to make changes to meet new demands. And this was why they went digital!*

*- I became increasingly frustrated as I realised how dependent both Great Leaders and our customers were on me, and the limited time I had to offer. How could we build a scalable operation, whilst still supporting our customers in the challenges they faced? The answer lay in the digital transformation of our offering and business model.*

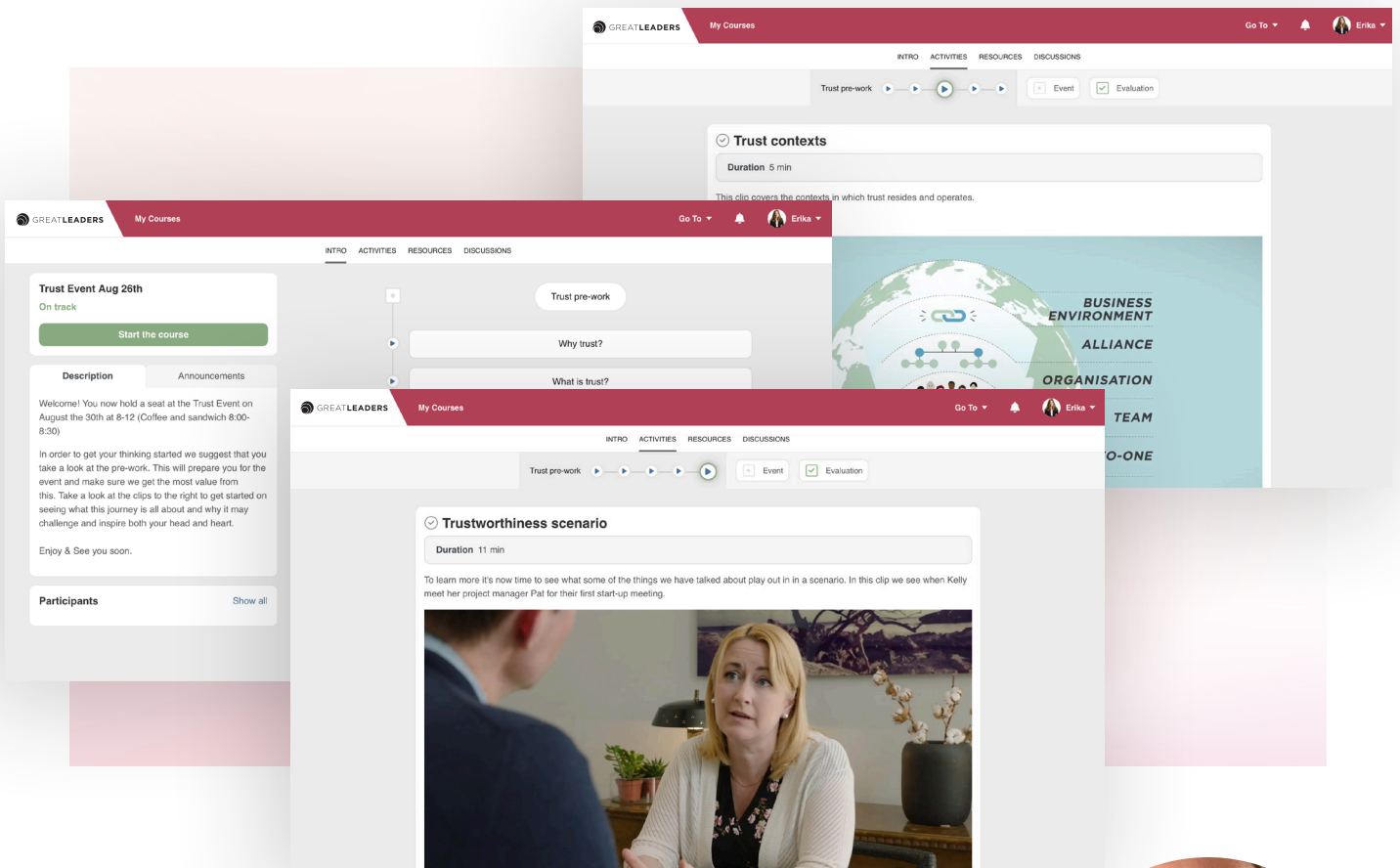
Great Leaders ensures successful change and growth processes by establishing a sustainable leadership for the entire organisation. CEO and founder, Mattias Dahlgren, says that each day is driven by their mission: "Make more people experience and share Great Leadership". The optimal customer is a growing company within the technology and consultancy industry, where Paradox Interactive, Claremont, King & Avega Group are a few examples.

**"I became increasingly frustrated"**



## NEW DEMANDS AND LESS TIME

When Great Leaders looked at how training companies in the US (which are already approximately 10 years ahead of us when it comes to technology) completely transformed their offering to be able to meet new demands from the market, they realised that it was time to make some changes.



*- It became very obvious to me that all the time we spent in classrooms, and each day the participants were absent from their jobs, meant that we required companies and their employees to spare huge amounts of time - and particularly in the current climate, where time is a very scarce resource, says Mattias Dahlgren.*



**Mattias Dahlgren,**  
C E O, Great Leaders

The customers were starting to ask for alternative teaching methods, involving fewer disruptions to the day-to-day operation. To meet these demands, Great Leaders took their first steps towards digitalisation in 2010, when they began producing films, with the aim to start the learning process before the physical session.

## DIGITAL COURSES AND AGILE PRODUCT DEVELOPMENT BECAME THE SOLUTION

In 2011, Great Leaders started using Learnifier, which enabled them to build, manage and offer digital and more diversified courses.

Their previously more static offering, which relied solely on classroom teaching, involved several days of teaching in different meeting rooms. The new offering is more flexible and demand-based, and participants can access the training either online or in the classroom.

*- Thanks to Learnifier, we come across as modern, innovative and, most importantly, value-generating. We can adapt the design of the leadership training to the individual needs and conditions of the customer, which makes us a supportive and appreciated partner. Many of our customers have operations where the main expense relates to spending time away from the workplace, and our video and online courses have reduced the time spent in a classroom significantly, explains Mattias.*

Learnifier enables training companies to put together courses that meet the unique needs of their customers. If employees are unable to spend whole days in a classroom, this is a great way to divide an 8-hour session into smaller blocks, and to compensate for this using digital teaching, which saves time.

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## **MORE CUSTOMERS AND IMPROVED LEARNING**

*- Learnifier has provided us with a way to measure, monitor and improve the learning. We can see what the participants like, and involve our customers in the program development to make the teaching as effective as possible.*

With Learnifier, Great Leaders is able to attract the type of customers they could previously only dream of.

*- Our competitors can't understand why some of Sweden's fastest growing companies choose a small firm like us for their leadership development. Today, I am grateful that we dared to follow "our path" and develop something completely unique to offer our customers. However, I am humbly aware that we would neither have dared, nor been able to, do this without the expertise and support of Learnifier along the way, concludes Mattias Dahlgren.*

***Curious to know what all this looks like in our tool?***

**See your online course or digital onboarding in Learnifier. Get in touch now and schedule your tailored demo to see how easy you can get started.**



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