

FORTUNE 5 RETAILER OF LUXURY CLOTHING & GOODS

case study

overview

123,000+ person retailer leading through iconic brand management and omnichannel customer experience.

goal

Build a virtual learning ecosystem that transforms how 123,000+ employees develop—focusing on human connection through technology rather than replacing human interaction.

CHALLENGES

STARTING FROM ZERO

- Newly created virtual learning team with no organizational precedent
- Mass hiring event requiring immediate team cohesion and performance
- Unclear role responsibilities and internal partnership structure

PROVING VIABILITY

- No existing technology standards for virtual learning at scale
- Vague executive expectations creating uncertainty and stress
- Need to create startup agility within established corporate structure

THE HUMAN METHOD® ACTION PLAN

PHASE 1: AWARENESS & FOUNDATION

- Identified and hired the right people for newly defined roles
- Brought in top external consultants to provide field training and best practices
- Defined and measured activities to understand true workload and staffing needs

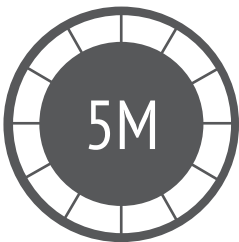
PHASE 2: OVERCOMING RESISTANCE TO VIRTUAL LEARNING

- Established ongoing, cohesive communication through daily huddles and coaching
- Built authentic relationships with internal partners through collaborative sessions
- Created engagement committee to maintain human connection in virtual environment

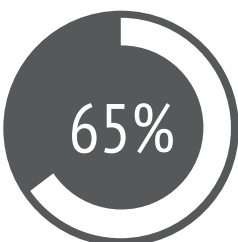
PHASE 3: SUSTAINABLE EXCELLENCE

- Instituted new team dynamics focused on human engagement over technology metrics
- Aligned with executive leadership through transparent accountability measures
- Established scalable virtual learning model that other corporations now emulate

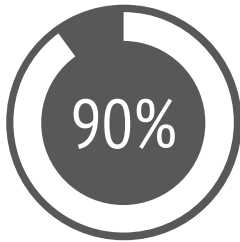
results



Realized Benefit of 5M over 12 months



65% Increase in Virtual Attendance



90% Increase in participant engagement according to surveys



Outperformed company budget for operating expenses