

Driving Future of Work Capabilities for

Global Advertising & Tech Giant








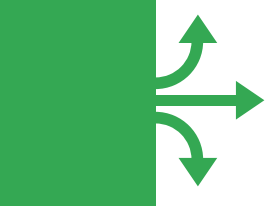
Enparadigm designed and delivered a learning journey for the technical and product teams at one of the world's biggest corporates. The company, headquartered in California, USA, is arguably the most popular name within the information technology industry and, in many cases, outside of it as well. Their software finds its way into almost all homes through computers and mobile phones, as well as through online advertising, operating systems, storage systems etc. They posted well above \$150 Bn in revenue for FY20, and have over one hundred thousand employees on their payroll.

Identifying the Need

The Practice Team (Media Ops) comprising of specialists with 10-12 years of work experience needed to get perspectives around following competencies:

-  **Strategic Thinking**
-  **Mental Models**
-  **Stakeholder Management**

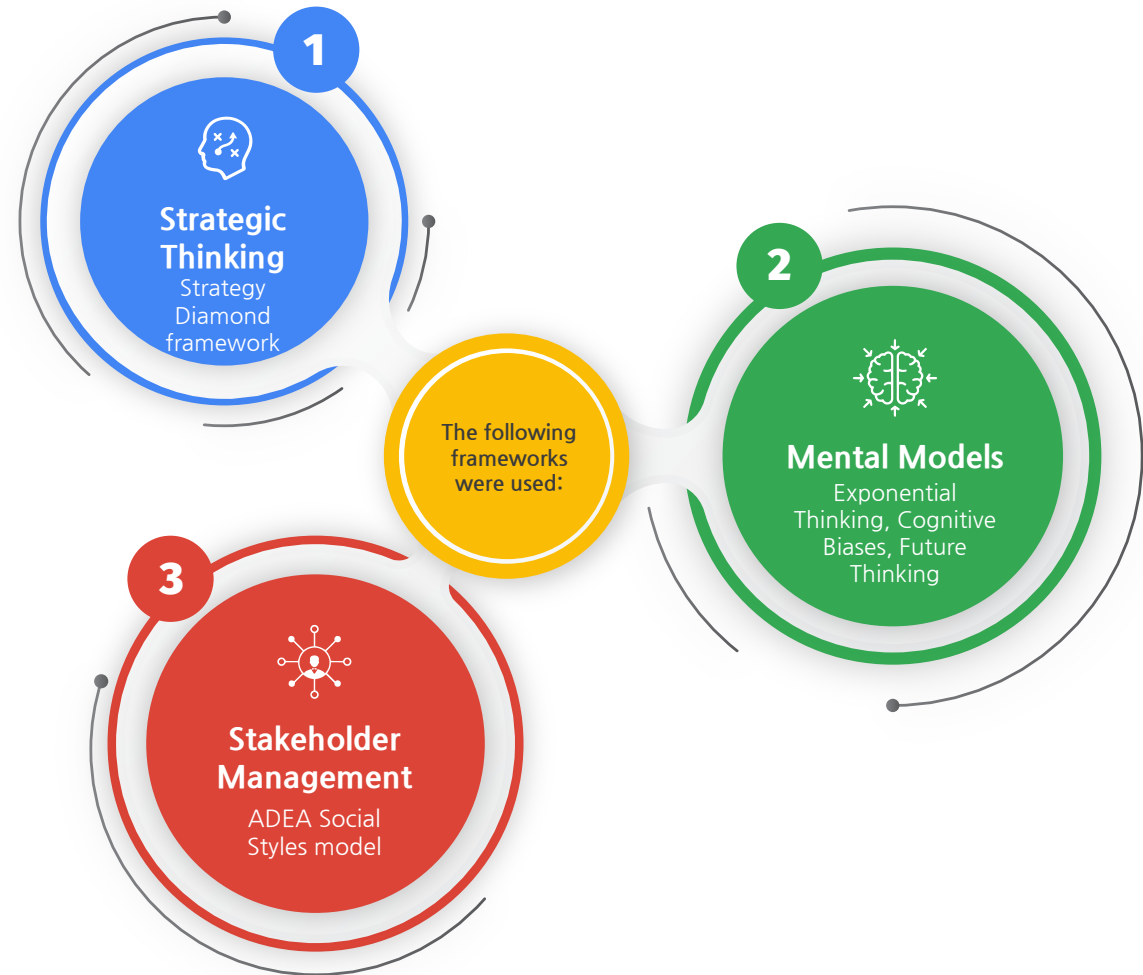




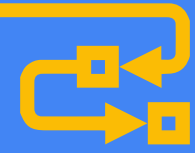
Program Approach

Enparadigm wanted to bring perspectives from all stakeholders from within the company on the same page, and so there were frequent connects made with the Media Ops Practice Head and his team to shape the program.

Prior to the rollout, participants were asked specific questions on the challenges they face around the finalised competencies.



Simulation Driven Virtual Workshop Methodology



Program Methodology

The sessions revolved around Enparadigm's simulations that gave the participants a flavour of running a business of their own, managing variables that impact a business and having learnings around the same.

01



Participants choose their avatar

02

Participants leverage our proprietary algorithms to mimis realife people interactions that allow participants to experience various contexts in a safe, virtual environment



03



Simulation assesses and individual's decision, and throw's back responses & reports

4 Cycles

04

Expert Facilitator discusses results with the group and give insights on impact of behavioral decisions and action plan that can be applied at work

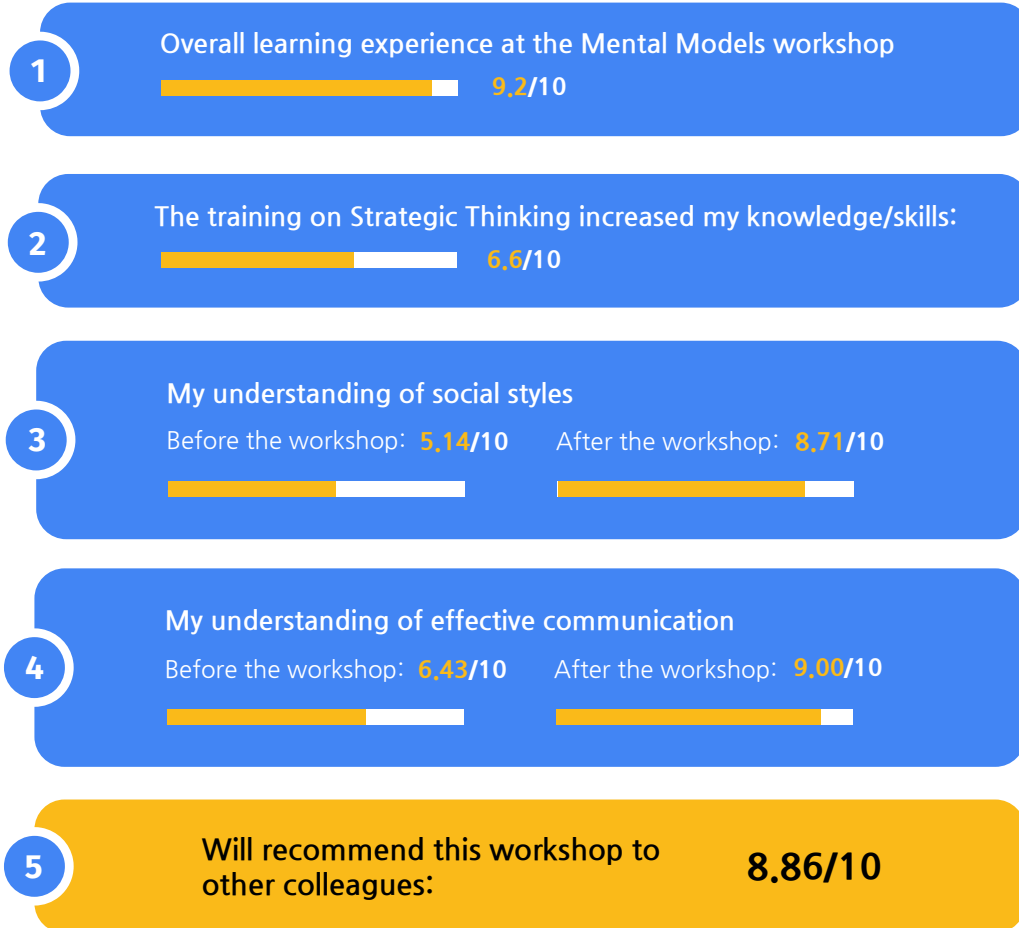


Learning Outcome

Participants experience multiple weeks of tasks, going a long-term strategic view on managing people, stakeholders and self*



Program Feedback





Participant Testimonials

“Learnt new things that are outside of my core work area. It was really great to carve out some time to think in a completely different way and learn more about strategic financial thinking.”

- Product Lead, Workflow Tools, San Francisco

“Very well-crafted simulation and easy to understand. Really enjoyed playing the game. My key takeaway would be to understand my quadrant in the Situation Leadership matrix and have more meaningful discussions with my manager and key stakeholders”

- Program Lead, Gurgaon

“I went into this class feeling I had a good hold on this topic and I was surprised how much I had to learn! After the second session I my results were much improved and I felt more confident in my abilities.”

- Vendor Manager, Los Angeles



“Strongly recommend this workshop which is easy to absorb and simple to implement day to day. Shraboni (facilitator) made the sessions engaging and fun!”

- **Product Lead, Workflow Tools, San Francisco**

“It was a wonderful session and eye-opener in many ways. The topics touched were extremely relevant but often conveniently ignored by all of us when we get immersed in the process. As important as it to create mental models, equally important is to come out of the mental models and rethink them! Thank you for a great experience.”

- **Program Lead, Gurgaon**

“It was an enriching experience, having the concepts as well as the simulation together. Seeing how we fare wasn't as important for me as was the learning, it was a good learning experience.”

- **Video Product & Solutions Strategists, Gurgaon**

“The facilitator was very knowledgeable on the subject and was very clear in explaining every concept. Although the training was 2 hrs long, I felt the training was very interactive and kept us all engaged throughout.”

- **Business Transformation Program Manager, Hyderabad**



Find out more at
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