

# Ketchum *and* Nomadic

EVOLVING AND IMPLEMENTING A  
GLOBAL STRATEGIC INITIATIVE  
THROUGH DIGITAL LEARNING



Nomadic Learning 2017

# The Challenge

Successful implementation of any change initiative depends on the support and buy-in of everyone in the organization, particularly managers and leaders. But getting that support is difficult. Asking 1000s of managers to support *and* help shape the strategy sounds impossible.

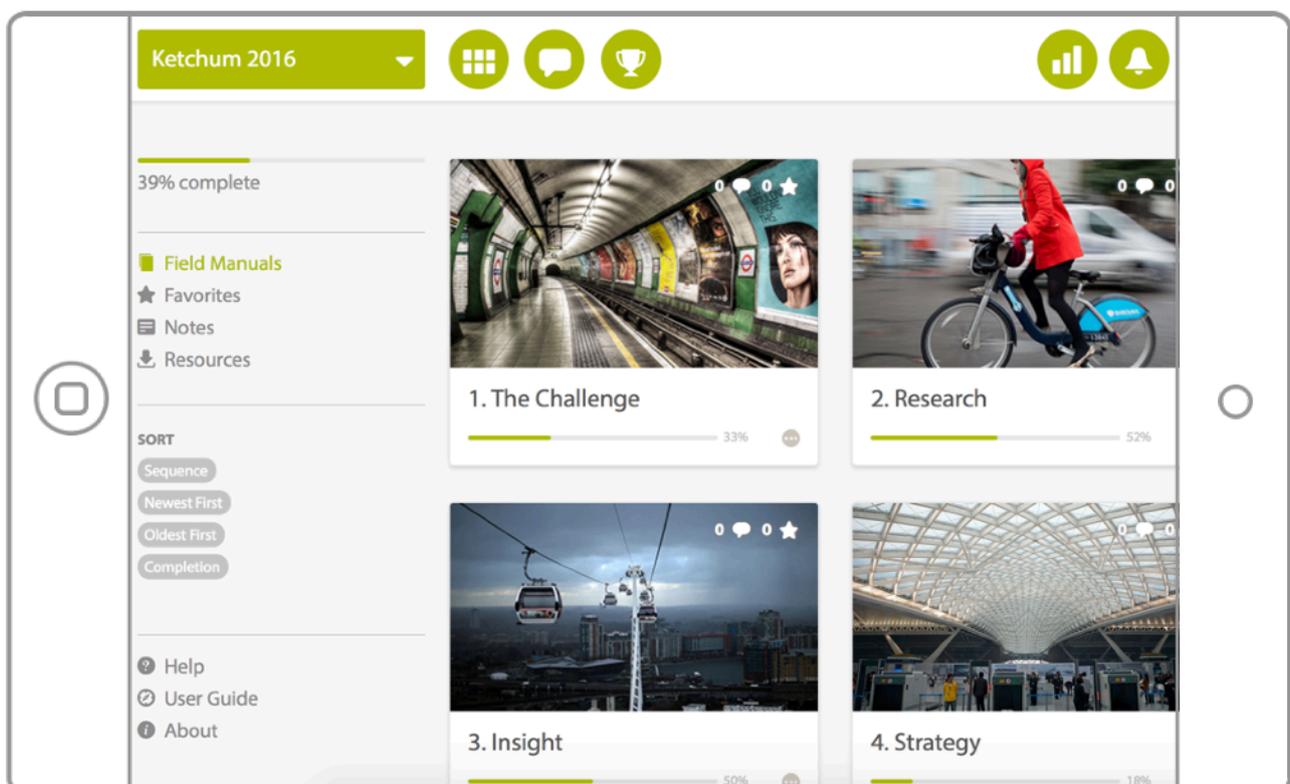
Ketchum, a global PR agency and part of the Omnicom Group, knew they had no alternative. They couldn't just introduce a new strategic direction from the top and expect wholesale buy-in; the era of "trickle-down" strategy at Ketchum was over long ago. The company was too diverse and too global.

Ketchum had to find a way to get every manager and client-facing employee around the world creatively engaging with one another about their strategy and delivering meaningful feedback to senior leadership. But how?

# The Solution

Ketchum and Nomadic collaborated to deliver a digital learning solution that involved every manager, leader and client-facing employee in a meaningful conversation about the company's strategy.

The solution was built around a six (6) module program featuring a careful blend of multimedia content, delivered through a customized version of Nomadic's cohort-based social learning platform. The program was based on content drawn from Nomadic's existing content library combined with customized concepts, cases and team projects drawn from Ketchum's internal experts and based on their unique business challenges.



## The Learners

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**1852** people participated in the program. Learners were divided into **74 teams** of approx. **25 users per team**. Teams were composed of managers from all around the world and from all levels of seniority.

## Results: Engagement

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The program was overwhelmingly successful at engaging a reluctant and time starved audience. We successfully created meaningful connections between managers in different offices around the world and between senior and more junior employees.

**AVG. LEARNING TIME  
PER USER**



**8.4 hrs**

**AVG. COMPLETION  
PERCENTAGE**



**82.2%**

## Results: Social

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Nomadic's small team approach and integrated social learning helped Ketchum managers around the world connect with each other to share best practice and exchange ideas. Deep social interaction was the key to getting managers and all customer faction staff to buy into the new strategy, provide their own input for how it should evolve, and became advocates for the new strategy across the entire organization.



15,556 hrs

Total time spent using the program (8.4 hrs / user)

4,822 hrs

Time spent interacting with peers in discussion threads. (31% of total time spent online)

15,927 comments were made in the program (8.6 / user)

## Results: Business Impact

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As well as generating insights and ideas for how Ketchum's strategy could be improved and adapted, the program was also very successful at preparing employees to implement Ketchum's strategy.

74%

of users felt they were fully prepared to implement Ketchum's strategy after doing the Nomadic program

*"I think it helps you think about your client needs in a more complete way. I have used what I learned in the program with a client and the business results for the client were absolutely fantastic!"*

**- Associate Director, Madrid**