

iProspect

iProspect is a leading global business performance marketing agency, working as a strategic partner to leading brands around the world – including Burberry, Diageo, IKEA, Hermes, Hilton, General Motors, Procter & Gamble, Gucci, and Microsoft to help them convert consumers’ intent into action.

www.iprospect.com

 621 graduates

 72 global offices

 37 countries

 13 time zones

iProspect had 3 objectives for NEXTGEN:

1. Increased confidence and competence in digital marketing
2. A ‘more networked network’ to improve client account servicing
3. Improved retention of staff (‘best place to work’) to reduce attrition rates and recruitment costs

We delivered:

88% pass rate

4.52 participant satisfaction

71% increase in digital marketing confidence

iProspect pioneers bespoke global digital learning programme with Squared Online

“Our talent is key to being competitive, so we created an engaging global development experience with the aim of helping our emerging digital leaders develop the necessary skills to become agents of change in today’s digital-first world; deliver exceptional thinking and work to our clients; and, boost their career.”

Simon Prior

Global Talent & Organisational Development Director



The challenge

- iProspect is continually challenged to not only provide high quality and engaging digital skills development for all their teams, but to increase the company’s ability to retain its high-performers.
- To address this, iProspect joined forces with the Google Digital Academy in 2014 to create the next generation of future industry leaders.
- Together they created a scalable global education initiative across iProspect’s 55 markets: a digital talent and leadership development programme called NEXTGEN.
- NEXTGEN was developed through customisation of Squared Online to create a bespoke cohort for 150+ of iProspect’s brightest talent around the world. As a direct result of the programme’s success, NEXTGEN is now in its 5th year with over 621 graduates and counting.

The increase in confidence across all areas of digital marketing:



Bespoke elements

- Senior leadership surveyed to set KPIs and create a bespoke learning solution that met iProspect’s specific needs
- iProspect case studies, client examples and best practice integrated throughout the Squared Online curriculum
- Individual activities tailored to facilitate reflection on learning points relevant to iProspect’s vision and values
- Exclusive speakers from iProspect and Google delivered live classes at 9am and 5pm GMT to accommodate time zones
- A dedicated team support the participants throughout the course – receiving feedback scores as high as 4.52/5
- NEXTGEN management team receive detailed reporting on the progression and engagement of participants
- Weekly content development meetings and monthly steering meetings for regular programme reviews and adjustments

What participants say

