



The Case for the Corporate "Flipped-Classroom"

Company Type and Main Product/Service

A leading Subject Matter Expert (SME) specializing in Performance Based Coaching for leadership and professional development training.

Markets Served

Corporate professionals

Business Challenge

The organization was looking for an e-learning and video webinar platform that would give them the global delivery that their perspective Fortune 50 clients required. They also wanted a platform that would incorporate not only the Powerpoint slides of their presentation, but also an additional video window so the participants could see the presenter or presenters as they were training, role playing, doing demonstrations, etc. The system also needed to be able to include their handouts and additional materials to support the end-users learning as well as to track when and where each participant was in the course.

Why They Chose MediaScript

They chose MediaScript because we were able to take their course produce it, deliver it worldwide, monitor their progress and utilize the "flipped-classroom" approach. This approach allows participants the opportunity to view the information online then schedule time with the SME for their coaching session to re-enforce the information they just learned.

How MediaScript Helped Their Business

The partnership with MediaScript allowed our client to land the world's largest consulting firm as a client. With the flipped-classroom approach their content can be pushed to remote areas of the world so that everyone in the organization is on the same-page. The consulting company has seen results in only a year with the overall health of the organization, increased employee cohesion, collaborative behavior and employee retention!

Contact us today to learn how MediaScript can help your business!

