

Gazelles International

Boosting Onboarding Efficiency and Effectiveness

Highlights

- Reduced onboarding program management expense by 25%
- Improved time-to-competency for coaches by 20% through better onboarding and on-demand knowledge support
- Gained valuable insights into leading indicators of coaching success

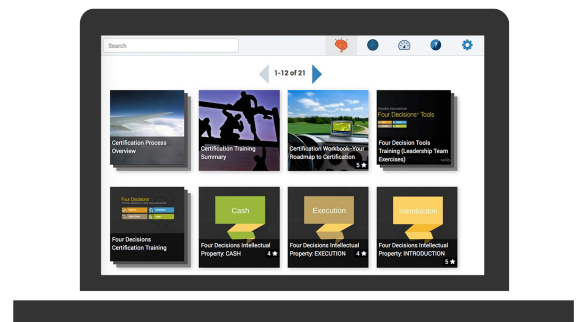
“Distributing the content through Veelo prior to live training allows us to maximize our master trainers’ time, skills and knowledge sharing. Not only can our master trainers cover more content, they can delve deeper.” —Cindy Kraft, Operations Director, Gazelles International

The Challenge

When your organization is world renowned as the premiere coaching association for executive business coaches, onboarding new coaches is serious business.

Prior to Veelo, the process to onboard coaches was largely manual. Gazelles shared content by sending links to articles or videos over oftentimes lengthy emails. All training was provided in-classroom over a two day period by an instructor, with the first day consisting mostly of the basics and a review of materials sent. Gazelles wanted to improve its onboarding program by:

1. Automating manual processes and reducing overhead costs through a scalable training platform
2. Ramping coaches faster with a seamless support program that included pre-, during and post-training reinforcement
3. Improving knowledge retention and confidence with on-demand support, ultimately producing a more consistent and high-value end customer experience



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The Solution

With Veelo, new coaches could log in and immediately begin viewing program information and pre-training materials. Gazelles added several Paks—short, interactive modules based on learning science—that contained three to five minutes' worth of content each, including exercises on topics such as Introduction to Best Tools, The Path to Certification, Four Decision Tools, Using the Coaches Blog and more.

The Results

As a result of the pre-training, the master trainer (facilitator) was able to utilize the flipped classroom model, using live classroom time to focus on practice scenarios and more complex topics. As a result, new coaches ramped faster and gained more confidence. New coaches were also able to access to all content post-training through mobile to reinforce what they'd learned and refresh their memory on-demand.

In addition, usage tracking allowed Gazelles to see what content trainees consumed, while knowledge checks and quizzes let them gauge competency and knowledge gaps. Prior to Veelo, Gazelles had no way to know which training assets coaches completed, referenced or considered valuable. Gazelles plans on using Veelo's behavior tracking, content rating and feedback tools to further improve its program.

"We are sold on the Veelo value," said Ms. Kraft. "So much so that we will expand its use, allowing our coaches to stay up-to-date on key concepts that support our recertification process."

About Gazelles International

More than 120 Gazelles International Coaches, with over 1,650 years of professional experience, collaborate with more than 1,700 companies on six continents worldwide and contribute to over \$42 billion in combined revenues to the global economy. Gazelles International Coaches assist their clients with the implementation of the Four Decisions™ (based on Mastering the Rockefeller Habits by founder Verne Harnish), refinement of the One-Page Strategic Plan, annual and quarterly business planning, executive coaching for performance, and other services based the Coach's additional expertise. Coaches are selected for their experience, professionalism, and ability to effectively coach their clients using these and other Gazelles-related products and services.

