



## CASE STUDY

From Months to Days: How we Helped a Major US Airline **Revolutionize their Staff Upskilling**

### THE CHALLENGE

The airline faced two critical issues coming out of the COVID-19 Pandemic: high employee turnover and the need to rapidly rebuild their management level. Traditional internal program redesign took 3-4 months—time they didn't have. In order to assure that their new managers had the skills required to successfully lead their teams and as a result improve retention, they needed a solution that would expedite manager training without sacrificing quality. They partnered with Innovative Thought to help them optimize this time of transition and “Hack the Change Curve.”

### THE SOLUTION

Innovative Thought condensed the typical months-long process into a focused two-day workshop. The key to “Hack the Change Curve” was to get a broad group of stakeholders in the room for the design workshop: current managers, the learning team, and leadership. This enabled the design to be user-centered and get immediate sign-off.



#### Day 1: Discovery

Collaborative exercises with managers, leadership, and learning professionals mapped out critical “moments that matter” in daily management roles — from daily kickoffs to handling employee performance issues to interactions with customers. For each key moment, the team identified ideal behaviors and management approaches that would allow managers to optimize their impact.



#### Day 2: Implementation

Building on the initial prototypes we developed after Day 1, we worked with the client to develop a comprehensive training structure combining:

- Online learning modules
- Virtual reality simulations
- In-classroom workshops
- A framework for ongoing development beyond initial training

This approach was unique due to its condensed timeline, multi-modal efficiency, and sustainable post-training support—all while ensuring stakeholder buy-in through active involvement.

“This approach transformed development allowing us to dramatically scale and onboard talent.”

— CHIEF LEARNING OFFICER

## THE IMPACT



### Speed

We achieved in two days what traditionally took 3-4 months, enabling immediate response to urgent staffing needs.



### Engagement

The blended learning approach created more effective and engaging training experiences through varied formats and practical skill application.



### Sustainability

The airline adopted this methodology as their standard for all training development, creating ongoing cost and time savings beyond the initial application.

## CONCLUSION

This transformation demonstrates how collaborative design and innovative methodologies can solve immediate challenges while creating lasting organizational change. The success proves that rapid development and quality aren't mutually exclusive when the right approach is applied.

