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ITRS

Customer story



## Industry

Enterprise technology (IT observability)

## Use case

Employee onboarding, employee upskilling

## Solution

[Absorb LMS](#), [Absorb Amplify](#),  
[Absorb Engage](#)

# Challenge

- Needed to improve employee familiarity with the OKR methodology.
- Underutilized training platform.
- Access challenges from a global workforce.

# Solution

- Engaging custom OKR-focused course content.
- Blended learning, combining eLearning and live workshops.
- Absorb LMS with SSO for frictionless access.

# Results

- 95% completion rate.
- Improved transparency, accountability, and performance.
- Successful cultural shift.

# Summary

When ITRS underwent a recent shift in goal setting from traditional approaches to an OKR (Objectives and Key Results) framework, it turned to its LMS to drive culture change. Leveraging Absorb LMS, Single Sign-On, Instructor-Led Courses, and bespoke eLearning content, the company ensured its geographically diverse workforce had the necessary knowledge, aligned with its new, results-focused methodology.





# Phil Howard-Brand

## Talent Development Partner

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We've seen a 95% completion rate of our OKR eLearning, and now over 95% of employees have active goals aligned to our business strategy. Absorb helped us accelerate adoption and drive measurable performance improvements.



# ITRS builds OKR-focused culture with new Absorb-powered training program

Trusted by over 1,000 organizations — including nine of the world's top 10 investment banks — [ITRS](#) helps safeguard the digital systems that businesses depend on most. Its AI-enabled platform delivers real-time IT observability and monitoring, allowing teams to address issues faster, reduce risk, and innovate with confidence.

With deep roots in capital markets, ITRS is built for demanding, regulated industries like finance, telecoms, and healthcare — where resilience and compliance are non-negotiable.

A **results-driven** company that champions change, ITRS recently underwent a cultural shift from traditional goal setting to an OKR (Objectives and Key Results) framework, aiming to become a more dynamic, transparent, and business-aligned organization. Supporting this shift, however, required a more **scalable, accessible, and engaging** way to educate, inspire, and unify the global workforce around the newly OKR-driven organization.

“Our goal was to turn a previously underutilized training platform into a **catalyst for our transformation** into a dynamic, OKR-driven organization,” says Phil Howard-Brand, Talent Development Partner at ITRS.



# Going from OK to OKR-focused

ITRS recognized that an inconsistent understanding of OKRs across its teams — combined with barriers to accessing training — was hindering adoption of its new approach to goal setting and performance.

It needed not only a **scalable and engaging** way to educate its global team, but also learning management software that offered **accessibility, blended in-person and online learning**, and, of course, embedded **OKRs into the company culture**. This prompted a strategic implementation of Absorb LMS by the ITRS learning and development team.

ITRS had been using Absorb since 2020, and the solution proved ideal to meet its new operational transformation goals. Through the LMS's Instructor-Led Course (ILC) capabilities, the company effectively **blended asynchronous and synchronous learning with self-paced training** and live workshop sessions that cater to all learning styles.



## Making training a lever for **cultural change**

As the adage goes, every challenge is an opportunity. By addressing its training engagement and access challenges, ITRS turned its LMS into a strategic tool for transformation. “We treated our LMS as more than just a training platform. It became an **enabler of cultural change**,” Howard-Brand explains.

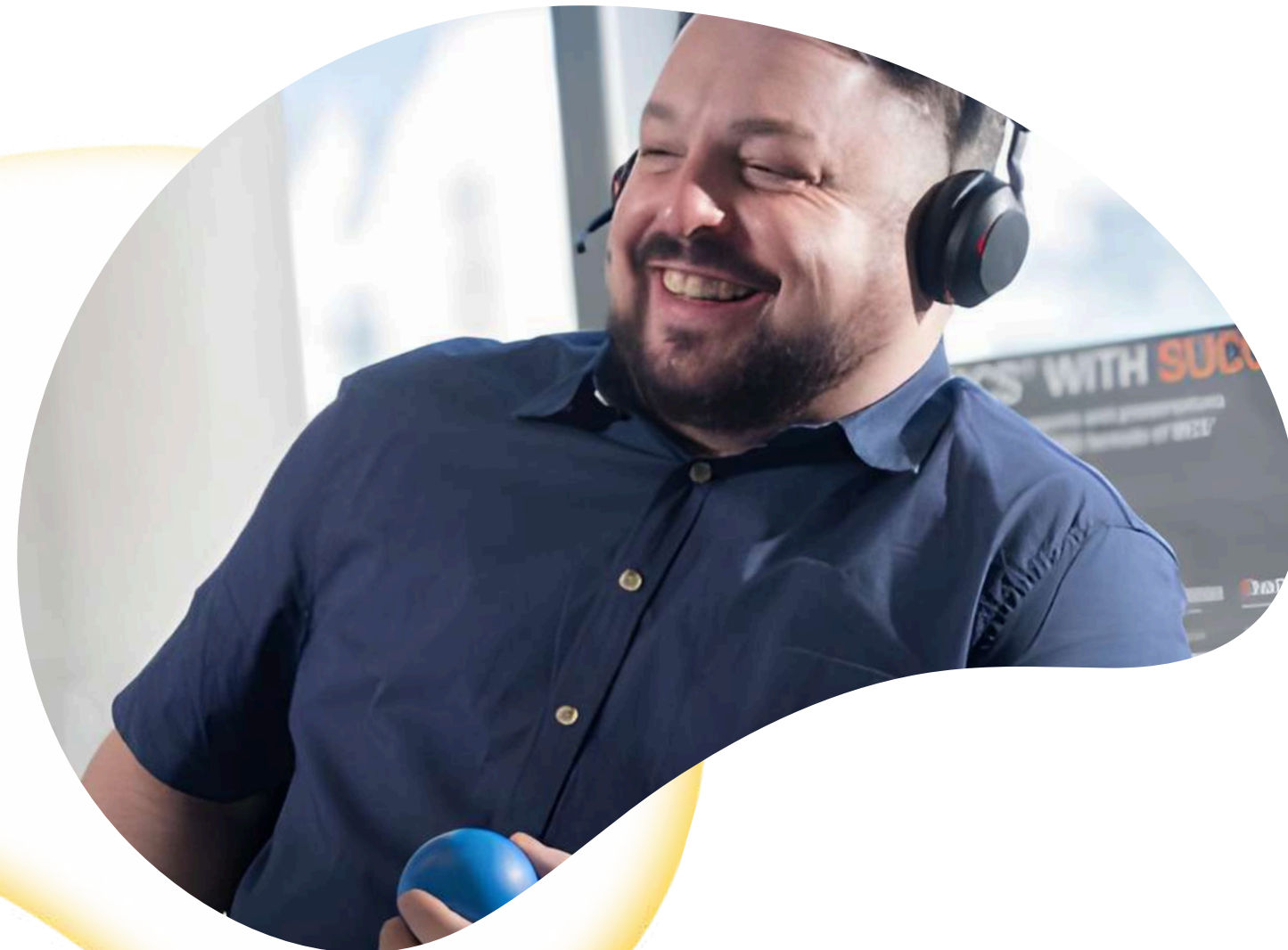
ITRS relied on several vital capabilities for its transformative initiative, including Absorb Amplify and Absorb Engage. To make access a no-brainer, the learning and development team implemented Single Sign-On (SSO). Now an employee’s ability to remember passwords — or lack of it — doesn’t prevent them from easily getting the essential training they need.

Engaging, OKR-focused course content was developed for the training program. The company internally developed a bespoke training program, which it then launched through Absorb LMS, featuring modules explaining the OKR framework, practical guidance on writing SMART (Specific, Measurable, Ambitious, Realistic, and Time-bound) OKRs, and a downloadable cheat sheet.

Absorb’s ILC feature is used to manage nearly 30 live workshops around the world, creating a **hybrid approach** that fully embeds OKR training into onboarding and ensures consistent **understanding across global teams**. Absorb handles **enrollments, attendance tracking, and reporting** — greatly simplifying administration while improving the learner experience.

“**Strategic timing, seamless access via SSO, and tailored, engaging content made this initiative a success**,” Howard-Brand notes, reiterating how blended learning meets the training needs of employees in different regions, and with different roles and learning preferences. “Embedding OKR training into onboarding helped make it part of our culture, while strong internal promotion and leadership support drove significant completion rates — turning Absorb into a key enabler of our transformation.”





## OKR aligned: Transparency, accountability, and performance

Howard-Brand says the new Absorb-fueled training program — dubbed “OKRs: Ambitious Goals That Drive Success” — has already seen remarkable success, thanks to its timeliness, senior-level support, and the intuitiveness and robust features of Absorb.

“We’ve seen a **95% completion rate** of our OKR eLearning,” Howard-Brand says. “And now, over 95% of employees have active goals aligned to our business strategy.” He adds that numbers would be even higher if not for a major increase in new hires, who need time to define achievable quantitative targets.

He says this learning-strengthened culture shift has improved **transparency, accountability, and performance**. The new training program has accelerated cultural transformation using internal teams — significantly **reducing potential costs**, even as it improves **employee engagement**.





“Using Absorb to deliver scalable, high-quality training, we accelerated adoption of OKRs without the need for costly external consultants or in-person sessions, resulting in significant cost savings,” he says. “The 95% completion rate ensured widespread understanding of company goals, contributing to **improved employee engagement and retention.**”

“With clearer alignment between individual objectives and business strategy, teams are now better equipped to deliver measurable outcomes, ultimately driving greater performance and growth.”

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