



## Customer story



## Industry

Health and wellness; Personal training and coaching

## Use case

Selling your courses

## Solution

Absorb LMS, Absorb Create, Absorb Engage

# Challenge

- Lack of e-commerce capabilities.
- Easy to navigate for external users.
- Need for accelerated LMS implementation.

# Solution

- Absorb LMS for flexibility and scale.
- Fast implementation (only two weeks).
- Able to handle different course types.

# Results

- Flexibility to create intuitive, sustainable learning experiences.
- Able to be managed with lean administration.
- One-stop shop for content, e-commerce, and engagement.

# Summary

Mojo Moments is a unique start-up providing full-scope learning experiences that apply the science of motivation. As a company with innovative training content, an LMS that makes it easy for external users to access and experience its services is crucial. The company adopted Absorb LMS to allow it to create content, engage with its users, and support e-commerce on a single platform — all at an accelerated pace to achieve its business launch goals.





## **Aaron Roberts** **Managing Director**

“ Absorb is a one-stop shop for our learning initiatives, supporting content creation, eCommerce, and engagement—all in one place. It’s been vital for helping us operate lean and deliver impactful training efficiently.



# Absorb helps Mojo Moments **deliver digital, hybrid, and instructor-led motivation training programs**

For businesses looking to get their employees' mojo working in today's workplace, a unique training company promises to "teach people the new science of motivation."

[Mojo Moments](#) was founded in 2021 by Susan Fowler, who has for decades helped everything from small businesses to Fortune 50 companies across all industries apply motivation science. Fowler's bestselling books inspired its Spectrum of Motivation model, learning journeys, and approach to psychological sense.

The company offers science-based learning and development experiences for leaders at all levels to help them achieve results and flourish.

The company's approach to leadership is foundational and can be relevant in any organization, culture, or country.

"We are trying to improve the world — and work in particular — by teaching people how to apply the new science of motivation into their everyday lives and especially work," says Aaron Robbins, the company's Managing Director.

The San Diego-based company approaches this task by providing "groundbreaking learning experiences for a radically new workplace."



# Supporting external learning

As a startup, Mojo Moments was shifting to a sales strategy that included business-to-customer (B2C) sales. **They needed a platform that made it easy for learners to access and purchase training.**

While their previous LMS solution was effective, it lacked the integrated eCommerce features and the intuitive administrative interface necessary to serve channel partners and direct external customers seamlessly.

**'We needed a platform that was simple and user-friendly, that met our growing requirements to support not only our channel partners, but direct customers,'** Robbins explains. 'Having integrated eCommerce was a key requirement for us.'





“It wasn't like our employees were going to be coming in and using this over and over and having the time and ability to get through a learning curve,” Robbins says. “**We wanted something very intuitive, and we wanted something that had that eCommerce.**”

After reviewing more than 15 various LMS solutions, Robbins says they were able to answer those challenges with Absorb LMS.





## The right stuff

As Managing Director of a startup, Robbins must wear many hats and among them is running IT and responsibility for the LMS. He implemented Absorb himself, getting it up and running quickly.

“I’ve launched rollouts of many software systems over the years, and I’ve learned that you can never know all the little idiosyncrasies of a system from the sales process,” Robbins says of the implementation. “We certainly had those minor implementation hurdles with Absorb, but what honestly surprised me was how quickly we were able to find solutions.”

“We didn’t have any hold-ups,” he continues. “I don’t know if any other software we looked at could have done that.”

Getting its new LMS implemented quickly was vital to Mojo Moments since it had a program going live needing Absorb’s capabilities. Robbins, with Absorb support when needed, had the platform running in less than two weeks.



Using [Absorb Create](#), the Mojo Moments team was able to transfer existing course content into the LMS in time for the pilot launch of its new MojoCoach program, a hybrid training program for coaches and leaders that teaches the fundamentals of motivation and qualifies participants to interpret and debrief the Mojo Moments motivation self-assessment. During that time, he was also able to set up email templates and implement [Absorb LMS eCommerce](#) with its Stripe Payment Processing system.

“I became intimately familiar with our Absorb Implementation Manager, who was awesome,” Robbins says. “By the time we started working with our Customer Success Manager, we were already delivering training and services.”

## Delivering **engaging learning**

Mojo Moments offers a range of different types of courses and curricula, including asynchronous digital and hybrid courses and live instructor-led classes.

“One of our strategies is making training interactive because, ultimately, training is just training. Just going to a training course won’t change a person’s behaviors from night into day,” Robbins says.

“You must follow that up with coaching and other methods that reinforce content. But that content can be a lot more impactful if it’s interactive, and interesting, and even funny — when it can be done professionally.”

It’s engaging. It helps people learn. It helps people remember.”

He notes one of the biggest challenges, specific to live instructor-led training, is scheduling. Mojo Moments has global channel partners and customers, and finding a time during everyone’s work hours can be impossible. From a software perspective, however, Robbins says setting up live sessions is very intuitive, and the Zoom integration is “super easy.”

**Robbins says the flexibility within Create has been an advantage, allowing the team to focus on the most intuitive way to provide a particular piece of training content in a way that users would best understand.**

# A lean startup learning machine

Robbins says Absorb is a one-stop shop for its learning initiatives, supporting content creation, eCommerce, and engagement. This provides Mojo Moments with cost savings, as well as the efficiencies to operate lean that are crucial to a startup. Only two people manage the platform for just a couple of hours a week.

“We're able to very easily create content and then transfer it into the LMS, deliver it, and use it all in one place,” Robbins says.

Absorb's ability to auto-populate website access into the languages of Mojo Moments' global partners around the world made it “an easy jump” for those partners. Robbins says the company is looking into additional translations for its content.



Robbins **uses Absorb departments to set up different channel partners with sub-portals to restrict access so that an administrator from that partner can only see users assigned to that department.** “That was a huge feature, both from a cost — we don’t have to pay more — and from an ease-of-use perspective.”

“With our old system, we didn’t have the ability to add a new portals ourselves (i.e., departments), and once we hit five portals, there were additional fees.”

**Using Absorb LMS eCommerce has helped as well, Robbins says, by making it easy to create coupon codes and provide reporting all from within the platform.**

“For our MojoCoach curriculum, we want to be able to very easily track, in one place, each participant’s progress so that we can send reminders or connect with them if needed without having to spend hours going into every course looking up what their enrollment status is.”

Robbins adds that the move to Absorb has been a positive one for the company: "Overall, we're very happy with our decision to work with Absorb, and we're looking forward to continuing our work as we grow our offerings."



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