



COMPETENCY: BUSINESS DEVELOPMENT/SALES & MARKETING
INDUSTRY: COMMUNICATIONS

CASE STUDY

THE CLIENT

A national association which acted as the marketing arm for its industry.

THE CHALLENGE

The client was ending its contract with a US supplier of education certification programs for sales people. It required someone with industry knowledge to immediately recreate new courses with Canadian content that could be delivered over multiple platforms.

THE APPROACH

The Osborne Principal updated and altered some of the existing training material, researched and created other content, and changed the delivery methodology for the courses to answer member concerns.

THE RESULT

Within six months two brand new courses were written, produced and released to members of the association. The Principal was retained in the role of Educational Advisor to monitor course participants and gather more input. Two years later he again was contracted to update the courses which were released to very positive feedback from the industry. Osborne remained in an advisement role with this client for approximately five years.