

Company:  
Software Development Company

Location:  
Montana

Company Size:  
200+ employees

Industry:  
Technology

## Success Story

### From Project to Partnership: The Collaborative Design and Advising of the Elevating Leaders Program



Reverb partnered with a growing, mid-size Software Development company to help them design a new Elevating Leaders program for their leaders. The company's Senior L&D Manager wanted a truly collaborative partner, not just a vendor who would hand over pre-packaged content. They needed a thought partner to help them build a custom program that would empower their leaders and align with the company's specific needs.



### Reverb's Collaborative Approach

For six months, Reverb's facilitator worked side by side with the client to bring the program to life. They didn't just create content; they built a genuine partnership based on Reverb's competence in learning experience design, trust, and a shared desire to have fun and be innovative. The collaboration was a coaching experience in itself, with Reverb's facilitator helping the L&D leader with everything from program design to content development to refining their facilitation skills and learning how to secure buy-in from senior leadership. The result was a first-of-its-kind leadership development program tailored to the client.

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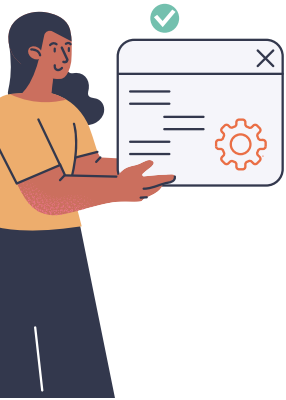
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## What We Accomplished Together:

The partnership resulted in a highly effective leadership development program that was embraced by participants and senior leadership alike.



- **Empowering the Client:** Reverb's coaching approach helped the L&D manager grow as a leader, giving her the confidence and skills to take full ownership of the program.
- **Enhanced Facilitation and Leadership Skills:** Our work with the L&D manager wasn't just about building content. Reverb wove a coaching approach and deliberate feedback practices into the partnership, helping the L&D manager refine her facilitation skills and better understand how to engage stakeholders and secure buy-in.
- **Highly Customized and Engaging Content:** Reverb partnered with the client to create an innovative learning experience that combined in-person and virtual sessions, using real-life stories and leader voices to make the content engaging and relevant.
- **Strong Organizational Alignment:** The program received enthusiastic approval from the client's senior leaders, including the CEO, with minimal changes needed to the initial drafts, showing strong alignment from the start.

## Result:

Working with Reverb's facilitator was one of the most valuable professional experiences I've had. She met me exactly where I was and worked with what I brought to guide me through a curriculum design journey in a way that felt empowering and truly collaborative.

Reverb's facilitator has a kind of magic. She partners with you so deeply and personally that by the end of the process, you feel like you created this incredible outcome with a high degree of ownership; something you fully believe in and are proud to own.

What made an especially meaningful business impact was how she wove in a coaching approach and deliberate feedback practice throughout the experience. Her pushes and questions prompted real reflection on what I was building, and I believe our managers and leaders will be better at coaching their teams because of it. This wasn't surface-level skills training; it was deep, lasting capability-building that will ripple through the organization.

If you want to create a leadership learning experience that's tailored, meaningful, and aligned with your business needs, and something you can really sink your teeth into, work with Reverb. If you're looking for a pre-packaged, generic leadership curriculum to drop in and check the box, they're not the right fit.

- Senior L&D Manager

