



Account Strategy overview

Virtual classroom + digital resources +
peer to peer support



Your roadmap to behaviour change success

Choosing the right learning journey for your organisation is key to behaviour change success, so it's essential you work with a skills partner who understands your business and your particular challenges. We know how important it is that our experts work together with you to devise a learning strategy that helps you meet both your learning objectives and your wider business goals and we have the insights and experience to guide you through the process of merging the two.

The flexibility we offer in the delivery of our world-renowned programmes is just as valued by our clients as the programmes themselves. Whilst our methodologies and techniques remain consistent, the means by which we deploy them are designed to flex around you.



Process diagnosis



Content diagnosis



Delivery diagnosis



Measurement methodology

Our world-renowned research, insights and development approaches are delivered via a synchronous, live training experience with all the key features of a physical classroom, coupled with the space to practice and master skills learned between activities.

Participants will experience:

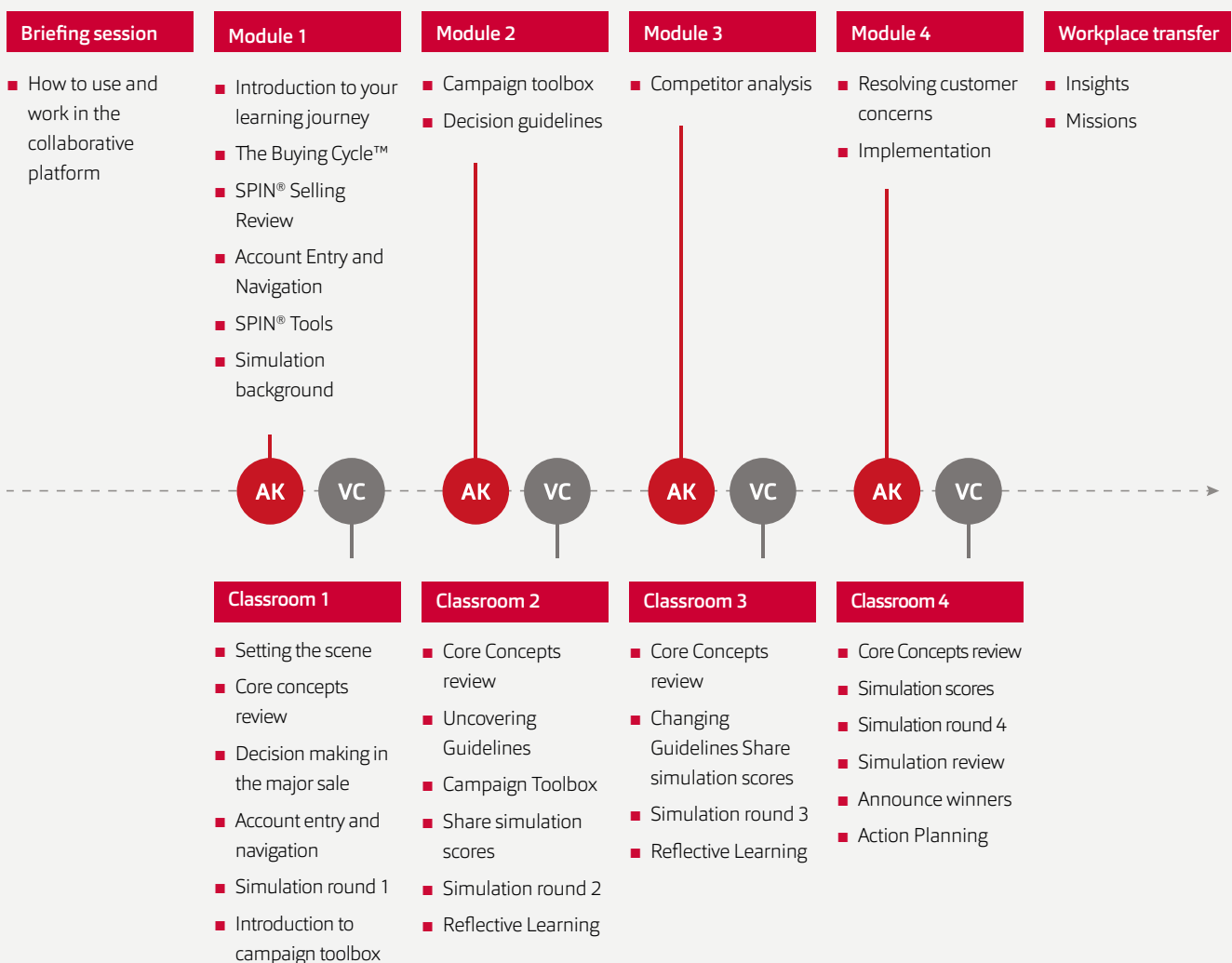
- expert virtual trainer presentations delivered in focused sessions
- lively peer group discussions
- interactive elements during sessions to check learner knowledge
- virtual breakout groups for simulation work allowing for skills practice
- simulation review and discussion around real world implications
- how to incrementally build and execute an effective complex sales campaign using our proven models, tools and processes.



The virtual learning journey was just as good, if not better than face to face learning, this is because our interactions with clients are taking place virtually all the time therefore learning in this way is extremely valuable

Christian Blomberg, Chief Customer Officer & Co-founder, Solvemate

Account Strategy learning journey



AK Acquire Knowledge eLearning

VC Trainer led virtual classroom

Key advantages of virtual delivery



Virtual training for virtual complex sales

Experiencing skills in a virtual environment prepares account sellers for customer interactions that may also involve virtual communication.



Attend from anywhere

Attend virtual sessions from anywhere with a good internet connection minimising work schedule disruption.



Reduced travel expenses

Reduce travel expenses and bring geographically spread groups together where traditional training is difficult.



Practice new skills

Virtual sessions are spread out allowing on the job practice between sessions with expert facilitators. This helps to embed learning throughout.



Engaging virtual sessions

Experience engaging expert trainer presentations with the ability to ask questions and engage in debate during live sessions.



Virtual breakout rooms

Take part in virtual breakout sessions for group simulation work.



Collaborative platform

Learning is supported by digital resources. Peers can share their valuable experiences and support each other throughout the learning process and back in the workplace.



Immediate work place integration

New skills and processes are immediately integrated within live and up-coming campaigns to embed new behaviours quickly.



Working with Huthwaite has given us real insight into the power of behaviour in ensuring success in our customer interactions. We are experiencing more positive outcomes and at the same time seeing real improvements in our bottom line. Huthwaite's flexible and tailored approach will continue to create value for both us and our customers into the future.

ArcelorMittal

Technology and virtual experience

Presenting and delivering interactive online sessions requires very specific skills that Huthwaite facilitators have developed over years of delivering virtual training. All Huthwaite facilitators have experience of delivering virtual classroom programmes to companies of all sizes.

Currently, our programme can be easily delivered on two virtual platform technologies, Zoom and Webex Training. At the beginning of every programme, we ensure participants get the best, most enjoyable experience possible from our virtual training with a crucial orientation session that ensures they fully understand the interaction tools and can experience the virtual environment in full.

Our digital collaborative platform includes an onboarding module which ensures participants can fully engage on the platform and appreciate the learning experience together.

Completion time

We assist with all aspects of organisation including clear instruction around timings and participant expectations as well as tips on how your teams can make the most of their virtual and digital experiences.

Project management

We can assist with all aspects of organisation including clear instruction around timings and participant expectations as well as tips on how your teams can make the most of their virtual and digital experiences.

Programme Schedule

Unlike the face-to-face classroom, it is hard for participants to focus on a virtual programme for three solid days which is why we re-imagined our entire account strategy learning journey for the virtual world. Access to digital learning resources offer various activities that take around 20-30 minutes in preparation for the timetable of virtual sessions which last a maximum of 4 hours each.