



# Slalom & ARTiculate

## Making the Virtual Personal (MVP)

Slalom is a consulting firm with 7500 people working around the world to innovate and collaborate with clients and the world's top technology providers. Founded in 2001 and headquartered in Seattle, Slalom was named one of Fortune's 100 Best Companies to Work For in 2019.

### @ a glance **slalom** & **articULATE**

#### THE MOTIVATION

- To remain highly collaborative in the virtual world
- To lead with presence in the virtual world
- To quickly move a workforce to effective remote work

#### THE JOURNEY

- Tailor-made training supporting Slalom's values and culture
- Small-group, virtual coaching sessions based on real work-life scenarios
- Individualized coaching

#### THE VALUE

- Nearly 200 people received coaching in 5 weeks
- Leaders learned and practiced skills to show up more fully and authentically in the virtual environment
- Slalom's internal learning and development team crafted plans with ARTiculate to continue building the company's virtual skills

**“Making Virtual Personal (MVP) provided insights I could put to immediate use to improve my “presence” on virtual calls and to promote the receptivity of others to what I am contributing during the call.” - John Henao, Consultant**

“Thank you so much for the wonderful coaching session yesterday. Not only did we individually pick up some very meaningful and actionable tips and techniques, but the experience also allowed our very young team to build from a foundation of trust. As a leader, I am extremely grateful for this opportunity. As a participant, I am humbled by the generosity of your gift.”

—Caroline T.

## THE MOTIVATION

Slalom, a modern consulting company focused on strategy, technology and business transformation, approached ARTiculate to quickly develop and provide executive training as the firm adapted to circumstances caused by COVID-19. Built on a model of teams collaborating side-by-side to drive outcomes, Slalom suddenly found itself with a virtual workforce using on-camera communication nearly full-time. Gone were the typical in-person cues so vital to connecting with colleagues and clients. Slalom’s executive leadership understood that to thrive in this ‘new normal,’ they needed to provide immediate resources for their teams to carry their excellence into the virtual setting. Slalom sought out ARTiculate for this task, because of ARTiculate's proven ability to train people remotely and because of its long track record of delivering high-quality instruction at Slalom.

## THE JOURNEY

In less than one week, ARTiculate created an executive coaching session that brought the specificity of individual coaching into a small group setting. Supported by ARTiculate coaches, Slalom executives practiced their communication skills by acting out work-life scenarios inspired by their own experiences. Participants got the opportunity to give their new, virtual medium a test-drive with a trusted coach at their side.

ARTiculate coaches offered individualized feedback, modeled skills, and parsed the subtle shifts of body language and speech that improve virtual communication. Communicating “on camera” with odd delays, technical snags, and live footage of yourself staring back at you is unfamiliar and sometimes awkward territory. ARTiculate's coaches met each person where they were, opening avenues for individual styles to emerge while also supplying tools to help people find ease. ARTiculate's support in traversing this territory was so helpful that Slalom requested three more weeks of it. ARTiculate trained many more of Slalom's leaders and even a few of their clients.



## THE CONNECTION TO VALUE

Through 36 MVP sessions, ARTiculate coaches broke down the art of finding human connection in a virtual environment.

ARTiculate delivered:

- Communicative training that stepped into Slalom's sudden need, while also building upon Slalom's culture and core values by enabling team members to connect authentically.
- Individual coaching for nearly 200 professionals in just five weeks.
- High-caliber coaching described by participants as "phenomenal" and "masterful".
- A plan for Slalom's learning and development team to facilitate future company discussions about effective virtual communication.



"I would like you to know that I was so impressed with the MVP course that I started evangelizing it in the San Francisco office. I was blown away by the fact that we could offer it to our clients for free. In this time when we are all meeting virtually, making our presence personal on these calls is so critical to making connections with people." – Eric Sugar, Consultant

"Really great deep dive session which was as insightful as it was fun. I appreciate the energy you brought to our discussions!" – Luke E