

iProspect<sup>ip</sup>

iProspect is a leading global digital performance marketing agency, working as a strategic partner to leading brands around the world - including Adidas, Burberry, Hilton, IKEA, British Airways, Microsoft and Sky. [www.iprospect.com](http://www.iprospect.com)

-  150 students
-  28 countries
-  72 global offices
-  13 time zones

**iProspect had 3 objectives for NEXTGEN:**

1. Increased confidence and competence in digital marketing
2. A 'more networked network' to improve client account servicing
3. Improved retention of staff ('best place to work') to reduce attrition rates and recruitment costs

**We delivered:**



**iProspect pioneers bespoke global digital learning programme with Squared Online**



"I recommend you talk to these guys if you want a digital development programme that will wow your people and deliver high quality, challenging and engaging learning."

**CJ Morley**

Director for Global Talent and Development, iProspect

**The challenge**

iProspect create the connections brands need to stay ahead, giving businesses a tangible advantage in today's world.

Growing at **40%** year on year and, priding themselves on providing the very best digital solutions for their global clients, iProspect are continually challenged to provide high quality and engaging digital skills development for all their teams.

In addition, given the scarcity of available and highly skilled digital talent, increasing the company's ability to retain its high-performers is essential to ensuring its future success.

In 2014 iProspect joined forces with the Google Digital Academy in order to address this challenge.

The aim was to create the next generation of future industry leaders among high-potential employees with accountability for client success, extending their existing digital expertise beyond specialisms and providing them with a strategic overview to tackle client challenges even more effectively.

Together they created a scalable global education initiative across iProspect's **50 global markets**: a digital talent and leadership development programme called NEXTGEN.

NEXTGEN was developed through customisation of Squared Online to create a bespoke cohort for **150+ of iProspect's brightest talent** around the world.

As a result of the success of NEXTGEN, iProspect showed their continued commitment to driving best practice in digital talent development by launching a second NEXTGEN cohort within weeks of graduation.

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## Bespoke elements

-  Senior leadership surveyed about their objectives to set KPIs and create a bespoke learning solution that met iProspect's specific development needs
-  iProspect case studies, client examples and best practice integrated throughout the Squared Online curriculum
-  Individual activities tailored to facilitate reflection on learning points relevant to iProspect's vision and values
-  Exclusive guest speakers from iProspect and Google added to Squared Online's roster of expert speakers. Live classes took place at 9am and 5pm GMT to accommodate time zones
-  A dedicated Squared Online team supported participants throughout the course – receiving an average feedback score of **4.5/5**
-  NEXTGEN management team received detailed reporting on the progression and engagement of participants. Weekly content development meetings and monthly steering meetings allowed for regular programme reviews and adjustments



"The Squared Online team combined a unique blend of project planning, careful instructional design, willingness to really listen to what we wanted and a sense of humour that enabled us to work through the tight deadlines we faced."

**CJ Morley**

Director for Global Talent and Development, iProspect



"I don't believe I could have anticipated how beneficial NEXTGEN has been to my career development"

**Gary Joseph**

Digital Manager, iProspect New Zealand



"I knew NEXTGEN would help Sorin grow, but the impact was beyond my expectations."

**Radu Ionescu**

Managing Director, iProspect Romania



Squared Online is the award-winning digital marketing leadership course developed with Google to help companies upgrade their digital capabilities. Taught online by industry experts, it's a one-of-a-kind, hands-on approach to learning that will develop and retain your brightest talent. Bespoke cohorts shaped to specific business challenges and objectives are designed for teams of **150+ students**.

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