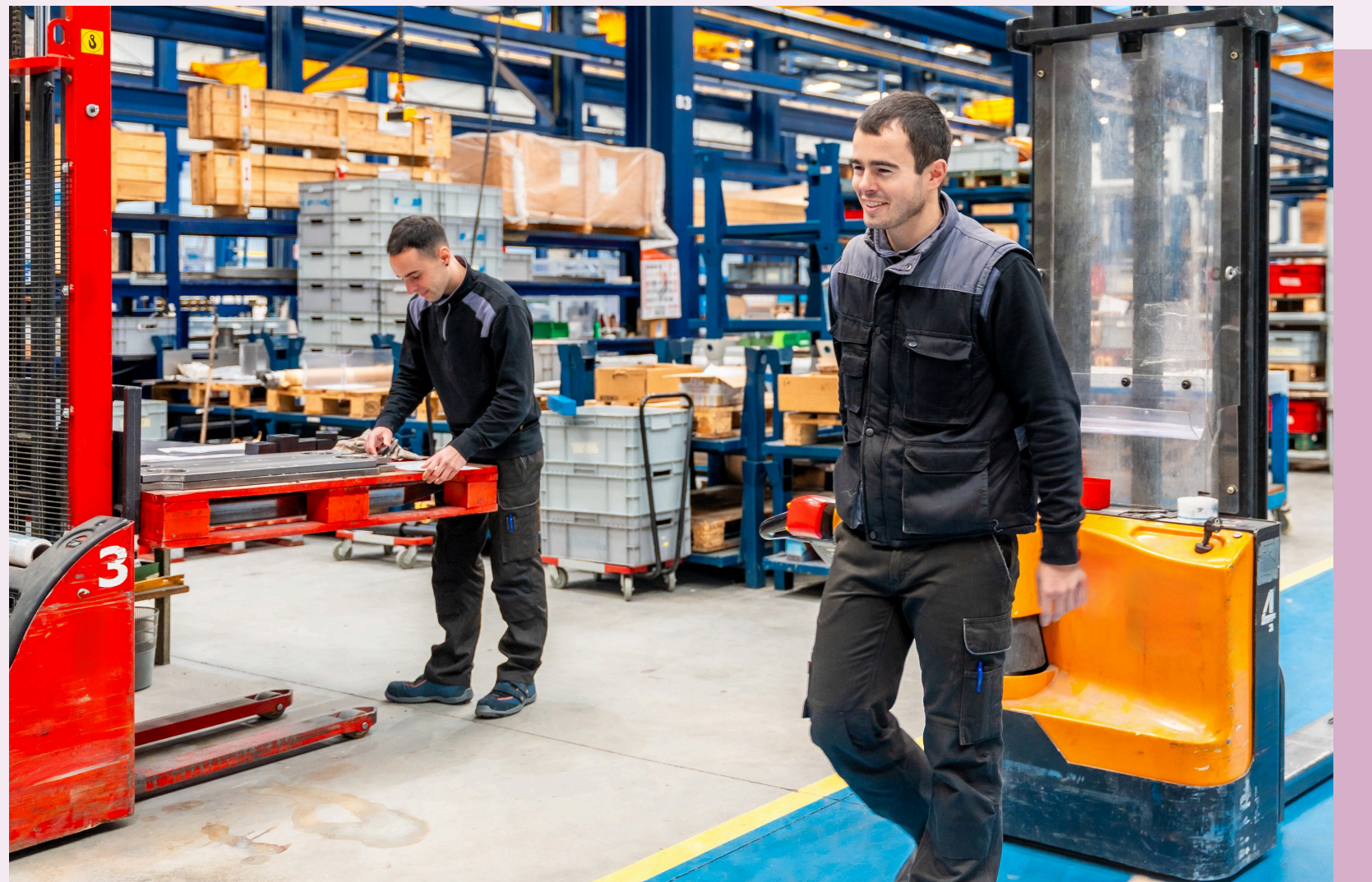


Strengthening Remote Insurance Teams Through In-Person Training

Enterprise-Wide Solutions and Real Results

Client Overview



EMPLOYEES

4,000+



MISSION

For 100+ years, we have ensured injured Californian workers get the treatment they need



DURATION

9 months



LOCATION

17 locations across the state of California

What was keeping our client up at night?

- The response to COVID sent people home to work and most stayed home when the restriction was lifted
- The employees reported more life balance and more happiness
- Leadership, employees, and even clients reported less teamwork and company engagement
- Zoom staff meetings were stale, and people were losing connection with each other and the company
- They needed something to connect people again - to bring people together for something meaningful and to be an excellent use of time

The Ask

- “We are doing a ‘Face-to-Face’ program this year where we are bringing everyone back to the office for a day of connection. Can you help us design and deliver an exceptional program that...”
1. Will bring people together in a meaningful way?
 2. No one will say could have been done remotely?
 3. Will make people glad they came into the office?
 4. Appeals to everyone, even Senior Leaders?
 5. Delivers in a way that all 4,000 employees get the same experience and the same message?

The Solution

Pre-training

Bonfire worked with their training department for 5 months to design an interactive half-day experience called “Personal Impact.” It involved a card game where participants defined their personal impact on the job and on their team.

There were team building exercises that got people engaged, on their feet, and working together in a fun, profound way. Participants were able to use their personal impact to show accountability, demonstrate trust, and learn how empathy and vulnerability were vital to a team and to their customers.

We piloted it with Senior Leaders, revamped it, piloted it again, and revamped parts until it was perfect for the client’s purpose. **Our client wanted to be sure that the customer and the accountability messages were aligned with the values, and the program highlighted their North Star, “Driven to help others and do the right thing.”** (That’s the kind of collaboration, personalization, and customization you get with Bonfire!)

It was vital that every one of the 4,000 participants would get an identical experience. Therefore, the trainer’s script and preparation was important! We brought in 10 Bonfire Trainers, specifically chosen for the project, and conducted a two-day train-the-trainer with them. Consistency of training delivery and experience, as well as standards, were critical.

Training

Between mid-August and October 2024, Bonfire facilitated over **146 workshops in 17 locations** throughout California!

Our logistics team was incredible. They worked with our client’s team to ensure materials were at the proper location, labeled, and prepared for each day’s workshop.

Post-training reinforcements

Bonfire designed a reinforcement infographic with the key messages. Our client distributed it a week after attendance at the workshop.

We designed a short “remote” exercise that managers could do with their teams over Zoom. We took the concept of ‘Personal Impact’ to ‘Team Impact.’ The 30-minute exercise involved sharing team members’ personal impact and then conducting an exercise on desired team impact.

Measuring our success

With an objective to foster deeper collaboration, and strengthen relationships across a widely distributed workforce, our client wanted to understand if their employees found the training **meaningful and relevant**, to know if it **connected people**, and was worth the required travel. For this reason, our primary measure of success needed to come from the employees themselves.

By implementing an Employee Training Feedback Loop we were able to not only validate the training’s success, we were able to create **lasting connections** that would translate into more **effective teamwork** and **stronger performance** in their day-to-day roles.



Real Results

Employee training feedback scores

The training was designed well

4.80/5

I am satisfied I will be able to apply what I learned

4.69/5

I was able to connect with my co-workers

4.82/5

I felt the training was worth the trip in

4.69/5

Change in sentiment

27% increase

How did you feel about attending **before** the training?

3.64/5

How did you feel **after** attending the training?

4.63/5

BE YOUR BEST, ON PURPOSE, EVERY TIME.

Transform any customer interaction into a positive, successful one.

LET’S GET STARTED >

Click the button above, or visit bonfiretraining.com/contact to learn more.