

# Spotlight

## IMD Sprints Fast-Track Business Mastery for Busy Executives

IMD delivers sustainable and real-time impact through programs that combine live virtual sessions, pre-recorded content, and activities to help fast-track the acquisition of key skills for the next generation of transformative leaders.

### IMD's New Sprint Programs

IMD developed and launched its Digital Transformation Sprint – a new online program with an innovative cohort-based format. IMD chose the NovoEd platform to power their programs.

#### SPRINTS - POWERED BY NOVOED

**IMD's Sprints are short, intense, and highly focused 1-2 week learning journeys for busy executives who want to refresh their knowledge and upskill quickly.**

IMD partnered with cohort-based learning platform NovoEd to help deliver its new Sprint programs, both B2B and B2C.



### About IMD

Founded by business executives for business executives, the International Institute for Management Development (IMD) is an independent academic institution with Swiss roots and global reach. The organization strives to be the trusted learning partner of choice for ambitious individuals and organizations worldwide.

### About NovoEd

NovoEd is a cohort learning platform that uses practice, application, and peer learning to drive performance readiness at scale. NovoEd enables organizations to tap into collective wisdom, placing each learner at the center of perspective, application, and experience.



#### Live virtual sessions

Interact with faculty and guest speakers



#### Pre-recorded multimedia content

Engage with high-quality content, available to watch at your own pace



#### Peer learning

Gain insights from your cohort



#### Project

Turn learning into your own action plan

#### Accelerated learning

1-2 week program

#### 100% online

Join from anywhere

#### Proven methodology

15,000+ participants to date

#### Impactful learning

98% recommend Sprint

### Why Sprint?



#### Fast-paced format

1-2 hours per day time commitment, 100% online.



#### Hyper relevant

Professors are industry leaders and experts in their fields.



#### Immediately applicable

Get exposed to new frameworks and tools you apply in real time.



#### Active learning

Challenge peers, discuss ideas with faculty, get feedback immediately.



#### Global connections

Benefit from other participants' experience and build your network.



#### Internationally recognized credentials

Earn your IMD certificate upon program completion.

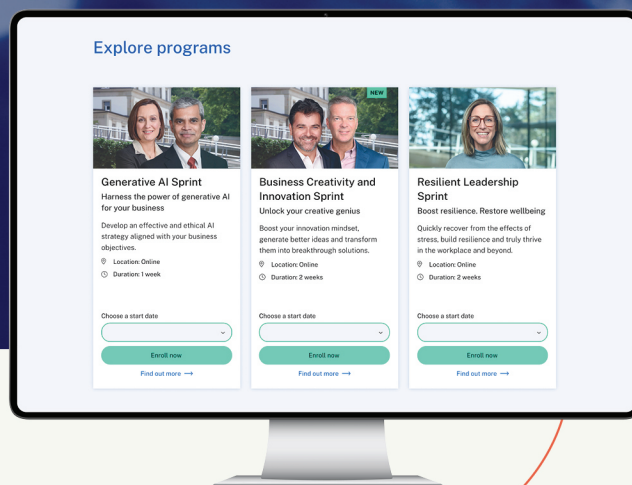
*"Sprint is an inspirational booster. It's a top-class, hands-on experience with engaging workshops, useful case discussions and a set of 'ready-to-use' digital transformation tools."*

- Joanna Aleksandrowicz,  
Principal Consultant/Senior Manager,  
GFT Group, Poland

# The Programs

Individuals can enroll in Sprints directly on IMD's website, and IMD also offers custom and configured Sprints B2B through its executive education practice.

*IMD's range of learning programs are designed especially for busy leaders who want to refresh their capabilities quickly and effectively.*



## PROGRAM DESIGN ON THE NOVOED PLATFORM



**Blended cohort learning**



**Real-time connection with IMD faculty and staff**



**Break-out discussions**



**Repeatable program structure**



**Synchronous interactive sessions**



**Peer learning**



**Activities and assignments learners take into the workplace**



**Asynchronous additional content**



**Online community integrated into program**

IMD's Sprints have introduced new B2B & B2C growth for IMD:

**B2B**

**11K+ Learners**

11,000+ new learners enrolled in recently launched or upcoming Sprints.

**B2C**

**4 Programs**

IMD now offers 4 open enrollment programs, democratizing access to cohort-based executive education.

## Results



### Winner of 11 Brandon Hall Awards

Including Gold for Best Advance in Leadership Development and Best Development Program for Frontline Leaders

**Sprint programs are an extension of IMD's stated purpose:**

*"Challenging what is and inspiring what could be, we develop leaders who transform organizations and contribute to society."*