

CASE STUDY: North Highland



A Different Approach

With its headquarters based in Atlanta, Georgia, and 53 offices around the world, North Highland enjoys long-standing relationships with many of the world's most recognizable brands – including getAbstract. The company utilizes getAbstract's services to foster the knowledge of its workforce and extend this knowledge to its clients.



The Evolution of a Better Consultancy

As an innovative, global consulting firm with a 20-year success record, North Highland has always taken a nontraditional approach to business. The company founders strongly believe that they best serve their clients by providing local consultants who are ingrained in the community and familiar with their customers' business. The company's consultants have, on average, 17 years of experience, ensuring a high level of expertise through finding realistic, effective solutions for every client. The result is a new model for consulting efficiency and effectiveness.

Mobility and Leading-Edge Thinking

North Highland needed a learning tool to educate its workforce and help its employees strengthen their relationships with varied clients. Since consulting encompasses various aspects of business, North Highland was interested in a service that could efficiently provide a broad base of business knowledge.

The company needed to provide consultants, who are working remotely at client sites, with access to the latest knowledge wherever they were in the field. And in today's high-speed environment, the firm needed a service that could keep

their consultants up to speed with current trends, ideas and business concepts.

North Highland turned to getAbstract's ability to provide topical and essential business information in user-friendly, five-page summaries that its employees could read in less than 10 minutes. Because getAbstract's vast library covers a wide variety of topics ranging from strategy to leadership and management to career development, North Highland employees can acquire a broad range of applicable knowledge. And with thousands of available summaries, there's something new and different to learn all the time.

Achieved Results

- North Highland views getAbstract as a comprehensive source of the latest key business knowledge.
- Consultants use the summaries to bring more value to client conversations.
- getAbstract's LCs suggest reading material and provide marketing strategies.
- Once a month, executives share their insights on a particular topic with employees and recommend relevant summaries.
- getAbstract provides extra "stickiness" to the LMS by making employees come back for more knowledge.

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HIGHLAND WORLDWIDE

North Highland consultants find that getAbstract is always within reach, whether they are riding a train, waiting for a plane or even working out at the gym. They can access the entire getAbstract library through the iPhone, Android phone, BlackBerry or other mobile devices, anytime and anywhere. Almost half of North Highland's employees access summaries on their mobile device or tablet.

Tailored Implementation

getAbstract's experienced learning consultants made it easy to use the service by creating customized reading lists and displaying the getAbstract link on North Highland's intranet home page. In addition, the firm's employees now receive weekly email blasts that promote the latest summaries.

"getAbstract's weekly summary suggestions are extremely valuable to us," said Patrick Curry, Director of Learning and Talent Management. "Our consultants are very busy, and the weekly email is a valuable tool that reminds them to take a look at new ideas or practices that could support them help their clients. In addition to the weekly summary, we found that users also read many other summaries every week. If a consultant is interested in the topic of the weekly summary, he or she will download the

getAbstract links prominently appear on North Highland's intranet along with the summary of the week and a carousel reading list. The customized "Executive Insights" tab has been the most successful initiative in drawing people into using the LMS. Once a month, either the CEO or other key leaders choose a few summaries that have had a positive impact on them and the business. They share these summaries with their employees, so they, too, can gain useful knowledge.

A Good Fit

North Highland purchased the getAbstract service not only for its more than 900 employees in the US but also for its international offices and external partners. Consultants often refer to getAbstract book summaries in their interactions with clients to bring additional insight to the conversation. "The result," Curry explains, "is that it really helps generate conversations between consultants and clients". The knowledge the employees acquired helped them improve their skills and become trusted advisers to their clients.



"It really helps generate conversations between consultants and clients, and it keeps our consultants up to speed on current trends, ideas and business concepts."

Patrick Curry, Director of Learning and Talent Management

abstract. If not, we know that getAbstract will provide consultants with another interesting topic the week after."

The getAbstract learning consultants tailored the service to meet the company's educational needs and technological parameters.

"getAbstract offers various templates and components, which makes the service so easy to use," said Curry. "For instance, getAbstract implemented a topical portal that includes summaries on selected topics combined into knowledge groups."

getAbstract has become an informal learning mechanism at North Highland that provides "stickiness" to the LMS by making employees come back for more knowledge.

Only three months after the company had integrated the getAbstract service, already half of all employees had signed up for the service. Now all North Highland consultants use getAbstract on a regular basis.