

Delivering Tailored Learning Experiences and Environments With the Combined Strength of Bridge LMS and Advanced Authoring

How The Wellbeing Collective moved to Bridge's LMS and eLearning authoring solutions to offer its personal development clients the best possible learning solutions.

THE Wellbeing Collective



Established
2014



Industry
People Development



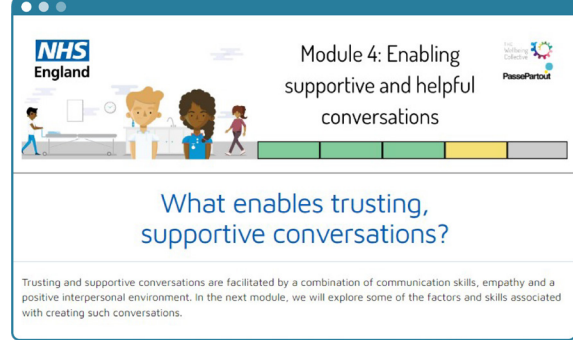
Solutions
Bridge LMS, Bridge Advanced Authoring (Powered By Gomo)



Region
United Kingdom

Mission:

The Wellbeing Collective is a people development company that works with a range of public, private, and voluntary organizations in the United Kingdom. It offers face-to-face and digital training, assessments, facilitation, coaching, and consultancy with a special focus on helping organizations provide psychological safety and the physical prerequisites for health and wellbeing at work.



The Challenge:

Meeting the Evolving Learning Needs of Clients in a Changing Working World

For the first few years of operation, The Wellbeing Collective primarily delivered training to its clients face-to-face, with a smaller number of courses delivered via video conferencing tools and eLearning formats. Since 2020, however, it has seen demand shift more heavily toward digital learning formats as a result of the widespread reconfiguration of working habits that many industries have encountered.

This increased demand for eLearning caused The Wellbeing Collective to re-evaluate its eLearning content offering. "At the time, our existing content creation tools weren't very sophisticated or flexible enough to provide the level of personalization that we wanted for our clients," says Becca Godfrey, Head of Technology at The Wellbeing Collective. Furthermore, its clients differed widely in terms of how well they were set up to deliver digital learning content: some had an existing LMS and simply required access to the course files, but others lacked a learning platform.

The Wellbeing Collective therefore sought a solution that could deal with all the challenges that their new eLearning pipeline presented. It needed to be able to create content tailored to individual client needs and to easily share in-progress work to ensure that it was working toward this goal. It required a place to host content, whether custom-created or off-the-shelf, that allowed for a similar level of personalization. It also sought a provider that could help reduce the burden of support requests on its small team.

The Solution:

Using Bridge LMS and Advanced Authoring to Provide Learning Courses and Services Matched to Client Requirements

Bridge and the advanced content authoring power of Gomo answer these needs and more. The organization values the ability to tailor all aspects of the learning experience and estimates that 99% of its content undergoes some degree of customization for its clients. Bridge Advanced Authoring allows The Wellbeing Collective to focus on its primary goal of providing great learning content tailored to client needs. Bridge's LMS, meanwhile, allows it to offer clients a branded sub-account that is similarly adapted to these requirements.

If a client has an LMS, courses can be quickly and easily exported from Bridge Advanced Authoring. If the client lacks an LMS to house the course content, The Wellbeing Collective offers Bridge LMS as a convenient add-on. It utilizes the platform's multi-tenancy capabilities to provide a separate learning environment with the client's branding, in which clients have full control over user permissions and content—some clients are even using Bridge's single sign-on (SSO) feature to further streamline their ecosystem's integration with Bridge.

Meanwhile, The Wellbeing Collective maintains administrator control over this sub-account, allowing the organization to directly provide new content, respond to support requests, and retain control over their intellectual property.

Mobile experience is another area where the complementary nature of Bridge's LMS and Bridge Advanced Authoring benefits the organization. The Wellbeing Collective's clients include a number of healthcare organizations: environments where people won't necessarily have regular access to a laptop, and may benefit from accessing learning on mobile devices.

Bridge Advanced Authoring delivers fully responsive course content, ensuring that a course will function perfectly and look great regardless of what kind of device you use. Bridge LMS then offers all of its features via a mobile app.

The Wellbeing Collective team continues to evolve its approach and explore new tools within Bridge that help it address client needs. One such feature is Bridge Journeys, a powerful learning automation tool that can reduce the administration overheads of certain common learner journeys. Clients with multiple learning cohorts can now serve learning programs without having to manually re-release and schedule courses every time they're required.

Bridge Advanced Authoring has helped streamline the organization's course creation pipeline in a number of ways. The Wellbeing Collective's team has been able to easily share work in progress with other stakeholders and obtain feedback without having to first stage their content somewhere and lock it down for edits—multiple people can view, edit, and feedback on files simultaneously, saving time and energy.

"Having Lucy, our main point of contact is invaluable and the Bridge help desk has been fantastic. Not once have I felt like Bridge has treated us as a tiny business. I feel like they treat us exactly the same as they would a much larger client: they're always there when we need them. They provide the same amount of support and that's very meaningful to us as a smaller company that's continuing to grow."

- Becca Godfrey, Head of Technology, The Wellbeing Collective

The Results:

Creative and Engaging Learning Experiences Loved By Their Clients

As a result of the features that Bridge offers, The Wellbeing Collective feels that it's fast becoming known for the quality and excellence of its digital products. The team feels newly confident with approaching new clients and making them excited about the eLearning possibilities. Bridge Advanced Authoring's visually appealing but not overcomplicated course outputs are easy to pitch—and potential clients are equally enthusiastic about the control that they will have over the learning environment in their Bridge LMS instance.

Though the organization has since seen the popularity of face-to-face training return to previous levels, demand for its digital output remains high. Many clients are opting for a blended learning approach—using eLearning courses to lead into and/or supplement face-to-face learning. The vast majority of work that The Wellbeing Collective delivers now has at least a small digital component.

As the organization grows, it has discovered new requirements closer to home: the team is now building its own internal training platform and creating content for its own L&D processes. It also plans to get greater use out of Bridge Advanced Authoring's handy ability to publish content directly to Bridge LMS.

"One of our clients called a piece of our work 'The most creative and engaging course of any that I've seen.' A learner on our Equity, Diversity, and Inclusion course called it 'probably the most "untraining" training course I have ever completed.' These outcomes were made possible by Bridge. The amount of different ways we can present information, and make it look interactive, our clients have been blown away by it all."

- Becca Godfrey, Head of Technology, The Wellbeing Collective

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