

Instructure's Bridge Encourages Feedback

Bridge by Instructure
Best Advance in Learning Management Technology
June 2018



Company Background

INSTRUCTURE

Company At-a-Glance	
Headquarters	Cottonwood Heights, UT
Year Founded	2008
Revenue	2016: \$110.9 million, 51% year-over-year growth
Employees	1,100+
Global Scale	More than 50 countries, including the U.S., United Kingdom, Australia, Hong Kong and Brazil
Customers/Output, etc.	More than 3,000 customers across categories, including K-12 schools, higher education, and corporations.
Industry	Technology
Stock Symbol	INST
Website	www.getbridge.com

Value Proposition

Instructure, a software-as-a-service technology company, helps maximize the potential of people through technology. Instructure's Bridge is its rebuttal to boring corporate training and human capital management and is used by global corporations in more than 50 countries. In 2017 alone, Bridge was selected by the Hartsfield-Jackson International Airport in Atlanta, the world's busiest airport, Sony Music Entertainment, Southern Glazer's Wine and Spirits and Timex Group USA to assist in employee training.

Bridge works closely with William Pitt and Julia B. Fee Sotheby's International Realty to help save time and money on training.



“I was psyched to see Bridge. My first priority was to find a training platform that was simple to use and versatile. When I presented Bridge to our CEO, COO, and a roomful of managers, they all applauded. They’d been looking for a training solution for 15 years, and there it was.” – **Lance Pendleton**, Chief Innovation Officer, Sotheby’s

Product or Program Innovation

Bridge’s user interface is incredibly intuitive, simple and easy to use. The software was designed so that anyone could create courses and share content across teams without having specialized course-authoring experience.

Bridge is known for being easy to integrate and customizable. Bridge also provides customers with real data and real insights about employees’ learning, which can lead to real progress in a company.

Unique Differentiators

Bridge has a simple dashboard for reporting, which provides high-level insights and more detailed information about average scores, pass rates, etc.

Bridge is easy to use, which sets it apart from clunky LMSs. Bridge’s interface is clean and modern, making it intuitive for admins, authors and learners to navigate everything from content creation to CSV imports, custom branding, and smart groups.

With Bridge’s “mobile first” offerings, employees can use the platform on any device at any time.

The platform also provides companies with tools and communication channels to make discussion and feedback easier and more intuitive. Bridge’s features include Bridge Arc, Bridge Retain and Bridge Perform.

Bridge Arc

Bridge integrates with Instructure’s online video platform, Arc, to make learning more engaging in the corporate setting. Combining Arc and Bridge brings new insights around video engagement and state-of-the-art video technology to Bridge’s global customers to help them enhance their current suite of tools for learning.



Arc brings innovative features to Bridge's learning platform, including:

- "Just in time" commenting.
- In-depth video analytics.
- Simple content organization.

Arc offers highly-secure technology that supports a variety of video-creation methods, including purchased video content and user-generated content.

Bridge Retain

Bridge Retain is a tool that empowers company leaders to increase employees' knowledge retention over the long-term. With Bridge Retain, learners receive low-stakes learning opportunities and quizzes, complete with immediate feedback and resources to help them retain the training they've received.

Bridge Retain's robust reporting helps administrators evaluate whether content is being retained on an ongoing basis. With Bridge Retain, learners are given quick booster check-ins that help them actively recall information and commit knowledge to memory. Bridge Retain can be added to any course, and administrators can leverage a pre-built framework of assessments with customizable frequency to jumpstart retention efforts.

Bridge Perform:

Bridge Perform streamlines the often-ineffective performance-review process and enables companies to better manage their people with more regular and meaningful employee engagement. The software provides the performance management that employees and managers crave while gathering valuable data leaders can use to make business decisions and adapt strategy. Product features include:

- Continuous 1:1 management.
- Employee timeline.
- Skills assessment.
- Goals and tasks.
- Reporting dashboards.

Measurable Results

When Lance Pendleton joined William Pitt and Julia B. Fee Sotheby's International Realty as the Director of Education and Training in 2015, fewer than 15 percent of the company's

agents and employees participated in existing training programs. Low participation was due in part to the company's inability to mandate training for agents working as independent contractors. But even if more of external agents opted to participate, training opportunities were limited by the ability of one trainer to reach 1,200 people in 28 offices across three states.

To improve the quality, quantity, and flexibility of training programs – and increase voluntary adoption by external agents – Pendleton's priority was to find a corporate learning management system that could provide:

- Mobile access, which would enable dispersed agents to complete training on the fly.
- A simple, intuitive interface that wouldn't require its own user training.
- The ability to track course-completion rates for individual users.

After months of what Pendleton described as a “horrific experience evaluating complicated and clunky learning platforms,” Pendleton finally found what he called “the game changer.”

Almost immediately, Pendleton began using Bridge to create online courses. He said it was so easy “it felt like Moses had just parted the Red Sea for me.”

In addition to developing the company's first onboarding program for employees, he created a learning path for new agents. This series of online courses frees office administrators from the painstaking process of explaining company policies and procedures to each new agent. More importantly, the program provides a formal, yet flexible way to enable knowledge transfer, which will get agents up-to-speed faster and make them more accountable.

Pendleton, who has since been named Sotheby's Chief Innovation Officer, said the company's new online-training program saved 40-60 hours of annual training time for each agent. To further maximize time during one-on-one and in-class sessions, Pendleton implemented a blended learning approach by using Bridge to create 160 online classes for learners and five programs for manager training, new agent training, and premier-agent training.

Pendleton had a goal of 30 percent adoption by the end of 2016. Not only did they hit that goal with Bridge, they crushed it.



“We cannot mandate training, so any agent accessing the system is purely voluntary. Since its inception, 82 percent of agents have used it at least once, 62 percent in the past year, and 44 percent use it monthly. We surpassed our original goal in the first 120 days.”

– **Lance Pendleton**, Chief Innovation Officer



About Brandon Hall Group

Brandon Hall Group is a HCM research and advisory services firm that provides insights around key performance areas, including Learning and Development, Talent Management, Leadership Development, Talent Acquisition, and HR/Workforce Management. With more than 10,000 clients globally and more than 20 years of delivering world-class research and advisory services, Brandon Hall Group is focused on developing research that drives performance in emerging and large organizations, and provides strategic insights for executives and practitioners responsible for growth and business results.

Inspiring a Better Workplace Experience

Our mission: Empower excellence in organizations around the world through our research and tools each and every day. At the core of our offerings is a Membership Program that combines research, benchmarking and unlimited access to data and analysts. The Membership Program offers insights and best practices to enable executives and practitioners to make the right decisions about people, processes, and systems, coalesced with analyst advisory services which aim to put the research into action in a way that is practical and efficient.

Membership Offers Tailored Support

Our membership delivers much more than research. Membership provides you direct access to our seasoned team of thought leaders dedicated to your success, backed by a rich member community, and proactive support from our client services team.

RESEARCH ACCESS & EVENTS

- Reports
- Case Studies, Frameworks & Tools
- DataNow® & TotalTech®
- Webinars and Research Spotlights
- Annual HCM Conference

ADVISORY SUPPORT

- Ask the Expert
- 1 on 1 Consultations
- Research Briefings
- Benchmarking

CLIENT SUCCESS PLAN

- Your Priorities

- Executive Sponsor
- Client Associate
- Monthly Meetings

Strategic Consulting Offers Expert Solution Development

Our consulting draws on constantly updated research and hundreds of case studies from around the globe. We provide services that simplify and target efforts to produce business results.

BENCHMARKING

- Competitive/Comparative
- Maturity Model
- Custom Research

STRATEGY

- Business Case
- Planning
- Organization & Governance

TECHNOLOGY SELECTION

- Vendor Selection
- Architecture Design
- Systems Evaluation

DEVELOPMENT & INTEGRATION

- Program Design
- Assessment
- Survey
- Process Integration

For more information, contact us at success@brandonhall.com.