

# Ketchum Leadership Bootcamp



Ketchum Inc. hired Nomadic to create a 4-week mobile social learning program featuring 5 Field Manuals from Nomadic's Innovative Thinking Program fully customized to address Ketchum's real business issues. The program, called Ketchum Leadership Bootcamp, was part of a blended learning initiative for Ketchum's high potential leaders.

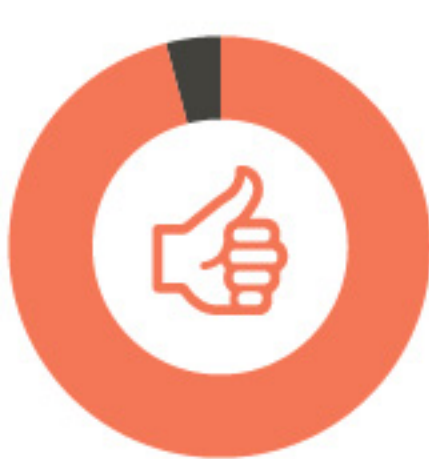
Raising the bar for web-based learning:

**75.2%**  
Completion rate



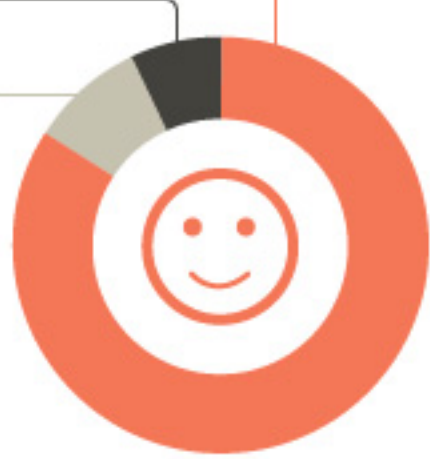
**20%**  
Industry average

**96%**  
Satisfaction rate



**84%**  
Rated our service as 'Much better'

**7%**  
'About the same'  
**9%**  
'Better'



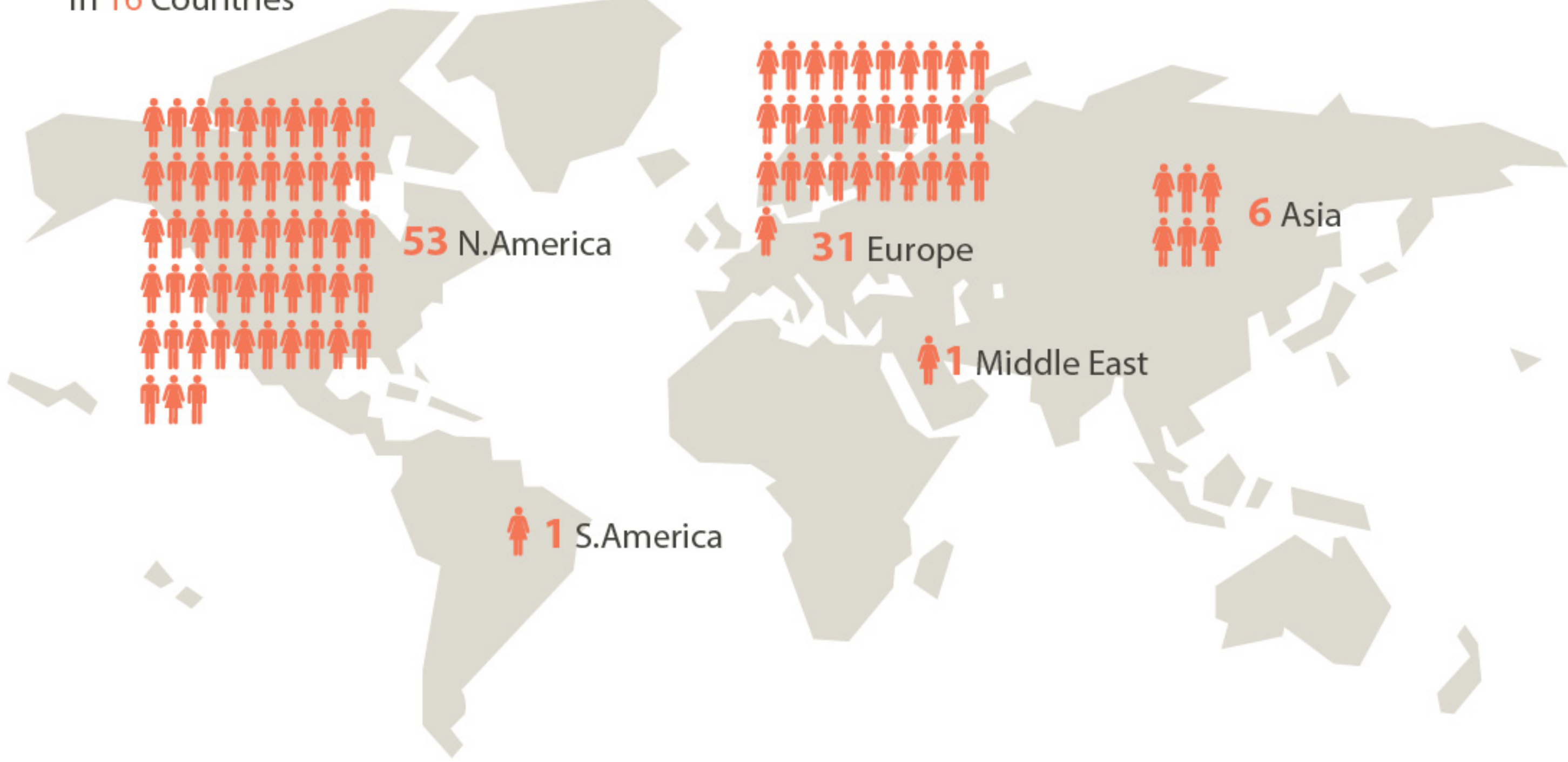
Compared to other online learning products

**“ It's the best combination I've ever seen of world-class instructional design and beautiful, engaging content. ”**

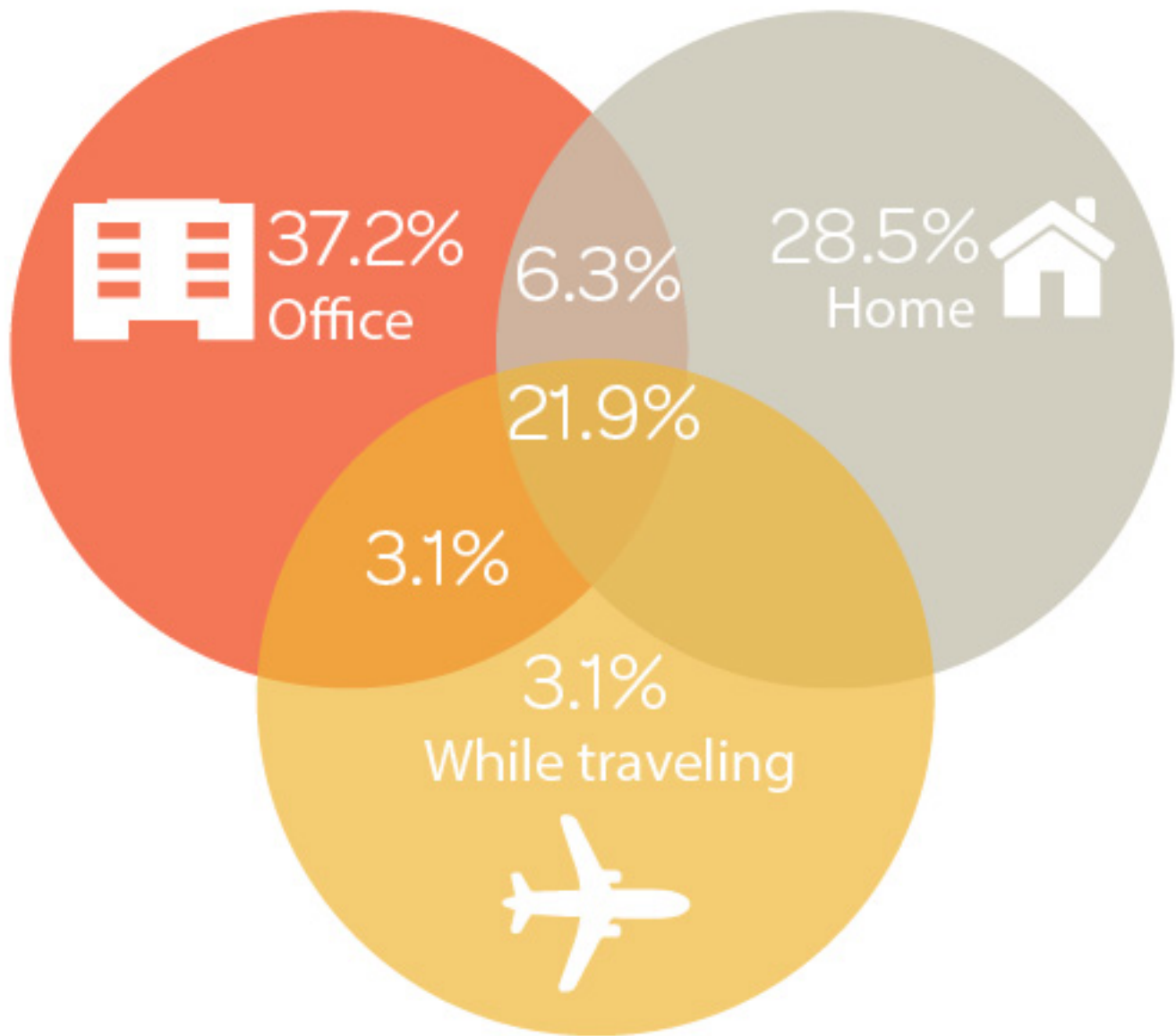
Robert Burnside, Ketchum CLO

Connecting global teams...

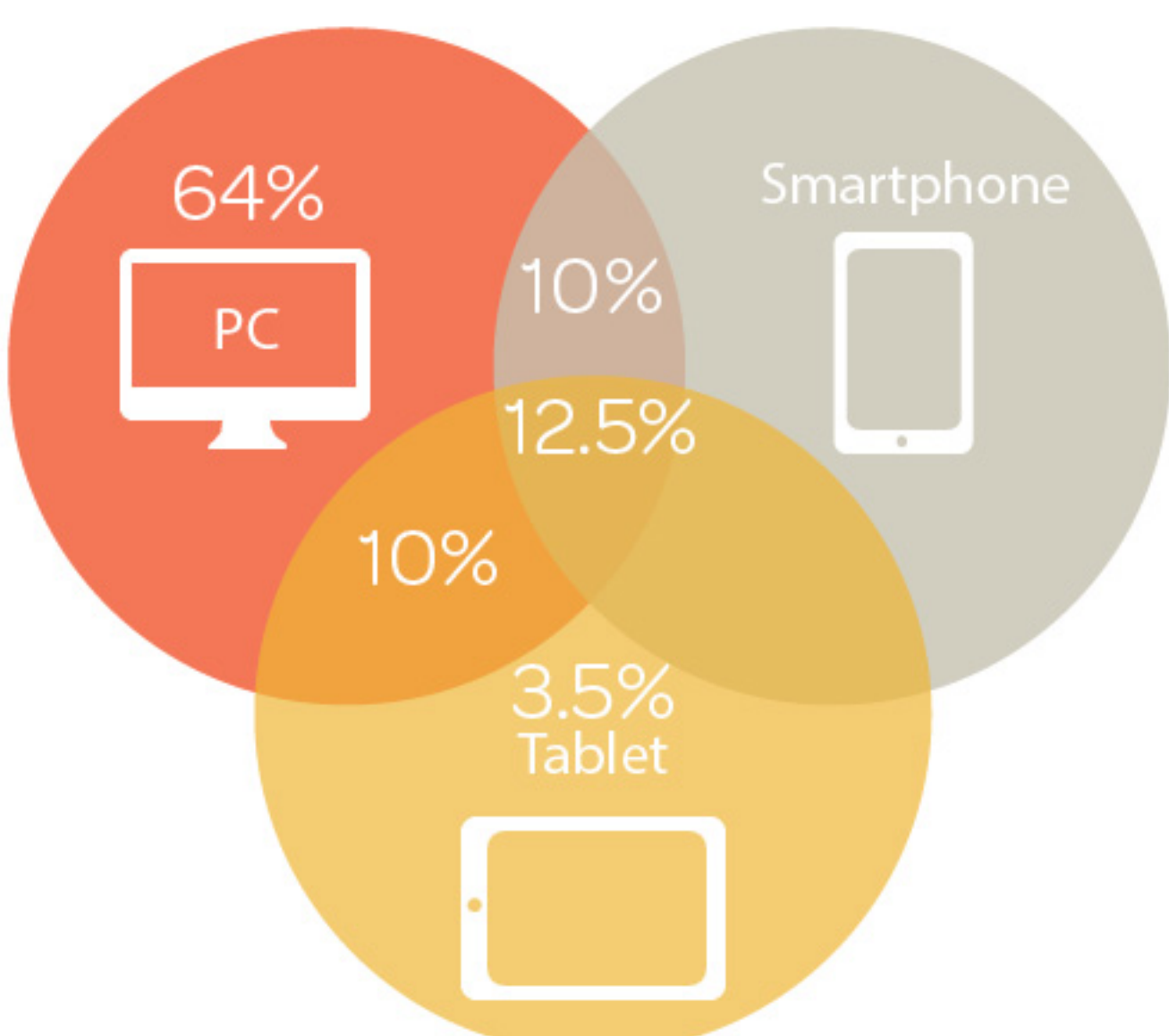
92 Learners  
On 4 Continents  
In 16 Countries



...where they are...



...on any device.



Engaging learners with amazing content...



...and social learning tools

**300**  
favorites  
(3.4 per person)

**749**  
comments  
(8.6 per person)

**938**  
votes  
(1.25 per comment  
10.8 per person)

...to discuss and solve real business issues.

**“ Impressive range of thinking. I read every comment. It helped me to understand the level of awareness they have of the issues we face... ”**

Rob Flaherty, Ketchum CEO