

## CASE STUDY

# Learning by Doing: Immersive Learning Intervention to Enhance Employee Time Management Skills



## About the Client

The client is a global leader in premium spirits and has been lifting spirits for over 200 years. Their broad range of offerings such as iconic bourbons like Jim Beam and Maker's Mark to Japanese whisky pioneers like Yamazaki and Hakushu, reflects their dedication to constant evolution and audience engagement.

## Background

Recognizing the importance of time management in driving organizational success, the client sought a transformative approach to employee development through effective time management.

- While traditional instructor-led workshops have their merits, the client recognized the need for a more immersive and practical approach to time management.
- They aimed for an interactive learning experience where employees could actively experiment with strategies and discover how time management works for them.
- Inclined towards helping the employees with a supportive environment where trial and error wouldn't have real-world consequences, but instead, pave the path to individualized mastery.

## Problem

The company's time management efforts faced a critical hurdle: employees struggled to translate theoretical knowledge into practical daily routines and tangible results. This disconnect between learning and application hampered individual productivity and impacted the organization's overall agility and efficiency.

## Solution

FocusU team offered a solution that removes the knowledge gap and encourages prompt implementation: Time Trek Challenge. This interactive workshop gamifies key techniques and invites participants to embark on a virtual office journey, tackling real-world scenarios and practicing time management superpowers.

## Why the Time Trek Solution:

**Engaging & Interactive:** The game-based format ensures that employees are active participants, not passive listeners.

**Safe environment for trying different approaches:** As the participants step into a virtual workplace, they go through the Time Trek challenge on behalf of the character each participant selects. This creates a sense of safety and security amongst participants to try different ways of problem-solving.

**Focus on each participant:** The Time Trek challenge gives participants a choice of character to allow each participant to tailor the experience to their role and challenges, leading to individualized learning and ownership.

**Facilitator-Led Debriefing:** Throughout the challenge, the facilitator provides expert guidance and support, ensuring clarified learning. It helps participants develop actionable strategies for their time management journey.

**Proven Frameworks:** The Time Trek Challenge leverages established time management methods like GTD, Eisenhower Matrix, and Eat that Frog, equipping participants with powerful tools for everyday use

## Execution

The time management journey with the Time Trek Challenge unfolded in two phases, designed for personalized learning and maximum impact:

### Virtual Instructor-Led Training (VILT):

Led by the expert facilitator, VILT enabled participants to understand that effective time management is personal, not prescriptive.

Recognizing individual differences in learning styles and time management needs, the client opted for VILT to ensure everyone grasped the core concepts before applying them in the game. This avoided prescribing one-size-fits-all solutions and fostered a personalized approach.

Additionally, the groundwork of time management was established through interactive sessions covering crucial concepts like GTD, Eisenhower Matrix, and Eat That Frog.

This provided participants with a shared knowledge base before embarking on the Time Trek Challenge.

### Time Trek Challenge:

Participants were grouped into two batches of 15 and assigned virtual characters within a typical office scenario. The game unfolded synchronously, allowing for real-time collaboration and team deliberation.

The virtual environment welcomed participants with a realistic office landscape filled with challenges where participants were encouraged to use their prioritization, time management, and problem-solving skills. This mirrored their daily lives, creating a highly relatable experience.

Throughout the journey, participants encountered critical scenarios such as prioritizing tasks, delegating, managing distractions, and adapting to changing priorities, just like in the real world. For example, should we tackle the urgent meeting or focus on the important report? These debates surfaced individual approaches to prioritization and time allocation.

In the virtual world, there were also regular energy checks for characters selected by each participant. This provided participants with an understanding of how and where their energy is spent in the real world and how to manage time in alignment with their energy.

The focus wasn't on winning or reaching a specific goal but on the journey itself. Every decision, every task tackled, and every hurdle overcome became a learning opportunity, revealing personal patterns and paving the way for lasting behavioral change.

### Impact

The Time Trek Challenge wasn't just a fun learning experience; it was a catalyst for lasting change.

Each participant gained insights into their preferred working style, strengths and weaknesses, and effective coping mechanisms. This self-discovery empowered them to tailor their time management strategies for maximum effectiveness.

## About FocusU

*"Learning interventions need to deliver business impact."*

This is the core belief that has made FocusU one of India's prominent names in the field of corporate Learning and Engagement.

How an intervention is designed, how it is delivered, how it is reinforced, and how it is finally applied back at the workplace is customized to what works for the learner. This is done after thoroughly understanding or client's learning needs through 1:1 discussion.

Their learner-centricity is not an empty promise. They have backed it up for 12 years now with an unconditional promise to their customers that they call, "Happy or Free."

More recently, they have ventured into the space of self-paced courses, offering online courses to individuals wishing to improve professional skills at the workplace.

They have 3 offices in India, a joint venture in Mauritius, and now in the brave new virtual world, customers all around the globe.

Every year, they conduct around 700+ learning workshops – that touch the lives of over 40,000 employees.





To know more about us, drop in at  
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