hivebrite

blanchard.

Case study

How Blanchard empowers and connects leaders worldwide

Discover how Blanchard leveraged Hivebrite's platform to create a vibrant, interconnected community of leaders across more than 70 countries.

Key stats

Zero to over **4,700** members within a year.	**76%** activation rate.	Members' perception of the support provided by Blanchard **doubled within a year.**

"Hivebrite offers our leaders, advocates, and partners a virtual home where they can learn, connect, and grow together. Their commitment to continuous improvement and addressing our needs, along with their dedication to our community's success, makes Hivebrite a partner dedicated to growth."

Sarah Hempel, Senior Manager, Community Experience, Blanchard

About Blanchard

Blanchard is a global leader in leadership development, consulting, and coaching. For more than 40 years, Blanchard has partnered with organizations to maximize individual achievement and organizational performance, bringing measurable progress and true transformation. Blanchard's SLII® is the global leadership model of choice, powering inspired leaders for more than 10,000 organizations worldwide. Blanchard also offers a suite of award-winning solutions through flexible delivery modalities to meet the specific needs of clients and learners.

The Community Challenge

CEO Scott Blanchard observed a gap: while there were many passionate Blanchard advocates, there wasn't a structured way to maintain ongoing relationships with them. This realization highlighted the need for a community platform where leaders could connect, share insights, and continue their professional development while maintaining their relationship with Blanchard no matter where they were in their professional journey.

How Hivebrite helps

Blanchard selected Hivebrite as their community platform for several key reasons. As a French global company, Hivebrite aligned well with Blanchard's global reach. The platform offered a user-friendly interface, multilingual capabilities, and essential features like Google Translate integration.

The primary modules utilized by Blanchard include the live feed, events, and discussion forums. The live feed facilitates personal interactions with new members, ensuring a warm welcome and encouraging early engagement. Events play a crucial role in Blanchard's strategy, offering interactive sessions that promote both personal and professional growth. Discussion forums extend the lifespan of event conversations and provide a space for members to explore various leadership topics.

Additionally, the people directory and visual map features have been particularly impactful. These tools provide a vibrant visual representation of Blanchard's global community, connecting members across more than 70 countries. Members appreciate the ability to see where other community members are located, which fosters connections and collaborations, even enabling real-life meetups during travels. This feature has been widely praised by members and highlights the diversity and reach of the Blanchard community.

Key outcomes

Since its launch in May 2023, the Blanchard community has grown to over 4,700 members with a 76% activation rate. The community has significantly enhanced Blanchard's engagement with client trainers and partners, streamlining responses to common queries and providing a centralized hub for resources and events. This has allowed Blanchard to meet the needs of more people efficiently, aligning with their vision of empowering leaders for positive impact.

To gauge customer satisfaction, Blanchard conducts biannual surveys. These have shown promising results, such as doubling of members' perception of the support provided by Blanchard so that they can reach their goals. Blanchard is also exploring methods to measure the community's impact on business outcomes.

"I loved the networking session. Amazed at those people who show up. I think you are doing amazing work, you are a force of nature, and I am thrilled at everything you are manifesting."

Blanchard community member