



# Wounded Warrior Project

Wounded Warrior Project® (WWP) is transforming the way America's injured veterans are empowered, employed, and engaged in our communities. WWP asked The Bob Pike Group to evaluate and help improve its four-day Management Academy training program. This course was lecture heavy with facilitators speaking for 23 of the 29 hours spent in session. WWP knew if its facilitators were physically and mentally drained by the end of class, participants were likely exhausted and disengaged too.

The Bob Pike Group equipped WWP trainers to tackle a complete program redesign using participant-centered methods steeped in brain-science. Trainers used the CPR evaluation of *Content, Participation, and Review* to design training for maximum retention. The 90-20-10 Rule provided a framework to organize content into easily digestible chunks. And the EAT model laid tracks for employees to *Experience* concepts first, then become *Aware* of what they experienced, and finally learn the *Theory* behind those experiences.

The training & development team used the Mind Mapping tool to arrange content into Need-to-Know, Nice-to-Know, and Where-to-Go sections. Even after adding group interaction, they reduced the number of training days from four to three. Although redesigning programs is a monumental task, WWP successfully revamped their program and did most of the heavy lifting inhouse with skills they acquired from The Bob Pike Group.

WWP discovered the redesigned participant-centered approach decreased lecture time 52%, increased participant involvement 54% and cut training time 25%. The new program reduced training costs by approximately \$23,000 annually and returned 50 employees days back to serving clients.

**"The Bob Pike Group revolutionized our Management Academy by creating an interactive and engaging learning experience. Participants leave training with valuable leadership tools and insights to take back to their teams and implement immediately."**

- Lisa Harris, WWP training & design specialist

**52%**

Less Lecture

**54%**

Boost in Active  
Participation

**25%**

Cut in  
Training Time

**\$23k**

Reduced Training  
Costs