Case Study

Jetking®
Better Life

India's leading digital skills and IT training institute, Jetking has helped over 7 million students work at the most influential organizations in the world.

THE CHALLENGE

For decades, Jetking has been India's go-to source for young professionals to receive advanced training for business software, cyber-security systems and IT skills. In recent years, however, attendance and retention had slowly fallen. In addition, rates of job placement after training were beginning to dip. When students reported the traditional classroom structure and lecture-based training bored them, Jetking turned to The Bob Pike Group (BPG) for help.

OUR SOLUTION

Using a range of BPG tools—including the flipped classroom, MindMapping, group work, TWPS (Think-Write-Pair-Share), brainstorming and role playing—Jetking developed a core teaching methodology they call Smart Lab Plus (SLP). Sessions start with recall and random 5-minute presentations, with quizzes between each section to measure comprehension and MindMapping to reinforce learning.

THE RESULTS

As a result of Jetking's SLP methodology, attendance has jumped 34% and retention has stabilized. Success rates are also up, with 95% of students passing. Most important, job placement after training has improved by nearly 25% and starting salaries are up 50%. By providing a better learning experience, Jetking not only reduced revenue leakage but also boosted its market share within the industry.

INCREASED ATTENDANCE
34%

50%
INCREASED SALARIES

STUDENT SUCCESS RATE
95%