



# CASE STUDY

## Care International

International Non-Governmental Organisation (INGO)  
Regional Leadership Program - Asia



## Background

CARE is a global leader within a worldwide movement dedicated to ending poverty. They are known everywhere for their unshakeable commitment to the dignity of people and work around the world to save lives, defeat poverty and achieve social justice.

Leadership Development is a high priority as well as an essential business asset for their success and transformation as an International Non-Governmental Organisation (INGO). With limited resources and high demand from regions for leadership development programming, they needed to re-evaluate how they delivered Leadership Development training and, more importantly, how they scaled it.

With Stream (formerly Curatr), CARE wanted to take a step back from the traditional programmes created beforehand and develop their course using language like impactful, meaningful, transformative, social, integrative, actionable, eye-opening, learner-focused, experiential and innovative.



STREAM

# Challenge

CARE is like many other modern organisations who implement workplace training, in that the main challenge they were hoping to address was how to engage and develop leaders across the globe without losing the intimacy of face-to-face programming.

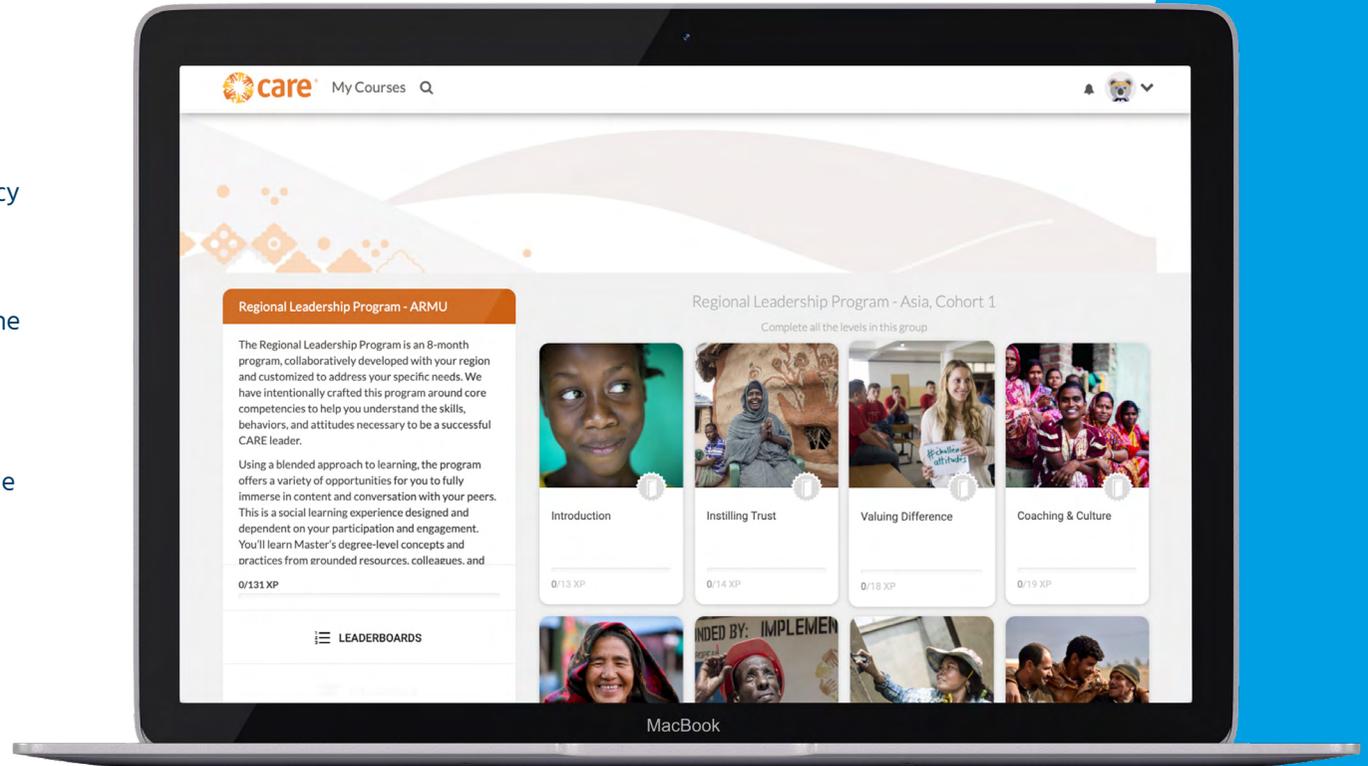
For CARE, this meant breaking the mold of their traditional Leadership Development programme and forming a new one that was engaging, accessible and fun for learners.

As part of this challenge, CARE also had to admit that they were not the most technologically advanced in terms of learning platforms; but knew that this would have to change if they wanted their programme to thrive in this digital era.

Enter Stream.

# Solution

The solution was an 8-month blended learning program with an emphasis on social learning, intended to enhance and maintain the participants' engagement throughout. With a strong belief that social learning is a key to behavior change and knowledge retention, CARE deemed Stream the ideal platform. Stream was implemented alongside other communications tools, including Zoom, Listly and ZeeMaps. The platform consistently encouraged interactions, which made it easy for CARE to build social learning into every element of their course. Stream's capabilities allowed for CARE to tap into the existing knowledge of their participants and create an online environment where they could share it. By enabling participants to share their expertise, opinions, and learning, a strong online learning community was built.

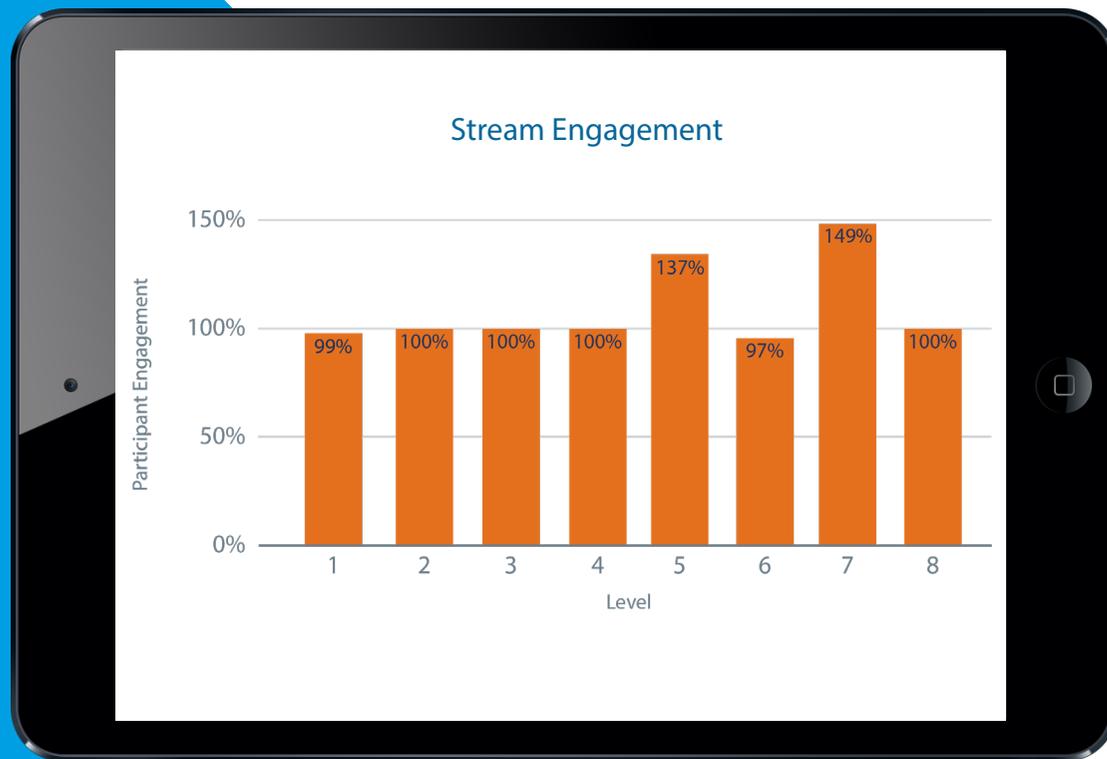


STREAM

# Results

CARE had 13 leaders from their Asia region in this programme, which was carried out over a 24-week period. The programme resulted in emerging leaders who demonstrated increased confidence in the skills and presence needed to lead CARE forward.

Upon completion, participant engagement was found to average at 110% throughout the programme, never falling below 97%.



The high level of participant engagement speaks to the versatility of the platform; participants were not only able to just absorb the content, they were able to engage, experience, and network. A result of this was a strong learning community, that stills meets monthly.

This pilot was so successful that this programme (platform and all) has now been launched in the Middle East and North Africa region, with other regions following soon after! CARE will also be using the platform for other levels of leadership programming and knowledge networks.

“ We continue to hear stories of renewed confidence in the leaders, which we believe is largely due to, not only the training, but the community that arose from this programme. Leaders were given access to not only content, but a network that they never would have experienced without Stream.



**STREAM**



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