

Creating a Collaborative Culture at the BBC through Experiential Learning

The Situation

As part of a movement to create a cultural shift, the BBC made collaboration an imperative in an attempt to decrease silo working and barriers to creativity. They wanted to build in the right skills, mind-set, and ways of working that enabled greater collaboration and cross-departmental working. They were keen on offering an open course accessible to all as part of their training and development portfolio within the Leadership Academy.

“The examples, techniques, new ways of looking at myself and others, and new lenses with which to view some of our challenges were great. The session was really interactive.” – Course Participant

“I profoundly believe in teams and the organisation acting as one big team. This place is unbeatable when it acts as one big team... and I want to help us get to that point.” – Tony Hall, Director General

Our Solution: An Experiential Learning Session

- Scoping & Design:** We worked with key sponsors within the BBC Leadership Academy to scope, design, and run a pilot to test out the course. Based on feedback and impact, we refined the offer to ensure it was fit for purpose prior to it becoming an integral part of the BBC’s training and development portfolio.
- Delivery:** Since 2012, we’ve been delivering the course in various BBC locations right across the UK and to various audiences including Heads of departments, senior managers, and the wider workforce. The course itself is a day of experiential learning that includes key elements of collaborative working; effective relationship-building, adaptation of interpersonal differences and preferences in ways of working, and opportunities to apply the learning to personally context-relevant challenges that each person brings to the session.

The Results: Impact & Value Add

- ✓ Strengthened internal capability around collaboration skills and ways of working, which has a direct result on creative output, programming, and innovation.
- ✓ Real-time problem-solving through peer-to-peer support on action learning sets.

Leadership Development



Capability Building



High Performing Teams



Did you know that 36% of a company's performance is linked to its Collaboration Index (how collaborative they are internally)? This is more than twice the impact of a company's strategic orientation (16%) and more than five times the impact of market and technological turbulence influences (7%).

[\(Frost & Sullivan, Verizon Business, & Microsoft white paper: The Impact of Collaboration on Business Performance\)](#)