



## COMPANY CASE STUDY



**American  
Red Cross**

### AT A GLANCE

#### CHALLENGES

- Need for curriculum
- Need for 21st century leadership skills
- Connecting community

#### BENEFITS

- Personalized training
- Focus on personal leadership
- Team empowerment



*"Thank you for an amazing bootcamp. Great engagement and retention from day 1 to day 2! The attendees, students, and adults alike got a lot out of it and I saw powerful comments like 'the homework humbled me' and 'I didn't see myself like that before today.'"*

**LARISSA HATCH**

**Program Officer, Youth Action Campaign**

### OBJECTIVES

Red Cross Program Officer, Larissa Hatch, was seeking leadership curriculum for their upcoming Youth Action Campaign Summit. The Red Cross Youth Services team wanted to offer a virtual training experience that would appeal to Red Cross staff, students, and community members alike.

### SOLUTIONS

Tomorrow's leaders are faced with new challenges that require strong emotional intelligence and the ability to lead and connect with a more human-to-human approach.

Using the framework of the **Project OTY Build YOUR Roadmap** program, our teams led a comprehensive 2-day bootcamp to deliver leadership training that fulfilled the requirements of the Red Cross' International Humanitarian Law program to over 200 attendees.

Students, adults, and community members attended virtually, completed homework in a handout, and had access to a Q&A session with Project OTY founder, Jeff Otis, on how to handle various scenarios as a leader.

### BENEFITS

#### Personalized Programming

Red Cross attendees were led through exercises that invited extensive reflection on their future vision and goals.

#### Human-Focused Leadership Training

Project OTY helped attendees understand how to best connect, communicate, and enroll a team in today's world using best practices from Inc. 5000 teams.

#### Empowered Community Members

Attendees completed exercises to help identify and manage obstacles & fears, both personally and as part of a team.