

mci group

Transformation in motion



mci group

Who we are ...

A global group providing **event, marketing and consulting solutions** to the world's leading organisations.

60 offices . 30 countries . 5 Continents . 1,800 Talents

Global L&D Team [fully remote] 3.5 FTE > Belgium ■ Chile ■ Spain

A Challenge ... Worth Solving

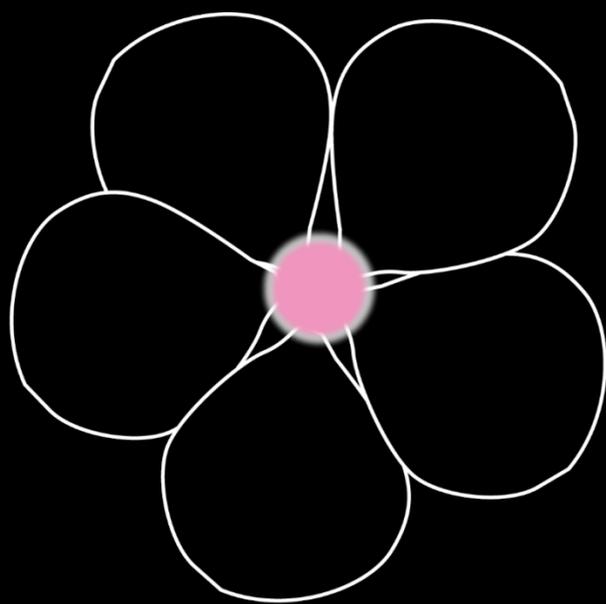
A (digital) transformation strategy that **decentralised learning, reignited curiosity, and embedded a culture of growth and impact across 60 offices in 30 Countries.**

We needed to move from Back Office to Frontline Impact!

Building the Foundation



2008



mci **institute**

EST 2008

2010: Growing globally

Challenge to scale ... but how ?



CITRIX®

GoToTraining Beta Tester



The future of learning is not digital

- Chief Operating Officer (in 2010)

THE VISION

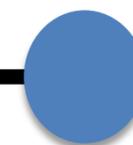
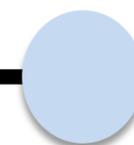
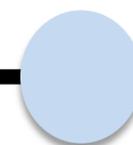
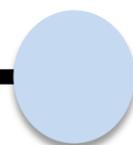
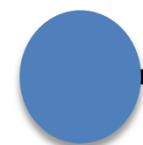
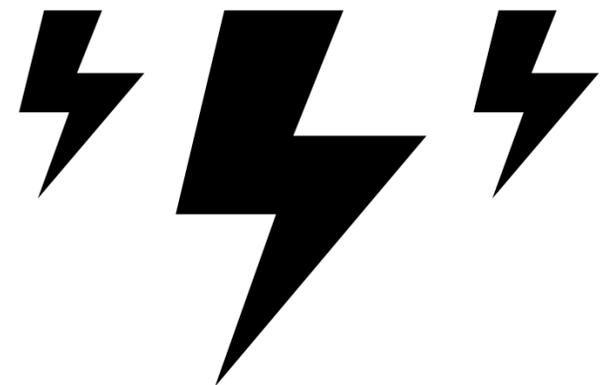
FROM CENTRALISED TO FEDERATED



BUILD

**2016
HQ
CUTS**

RE-BUILD



2008

2010

2016

2017

2019

2022

The AI Awakening

Prepare for the Future

2008

2015

2017



THE HARD TRUTH

Critical Hurdles Threatening
Race to 2030



Legacy, outdated LMS.

No future



Centralised bottlenecks.

Lack of localised content / irrelevancy



Multiple business verticals.

Complex demographic



L&D stretched thin:

Multiple time zones



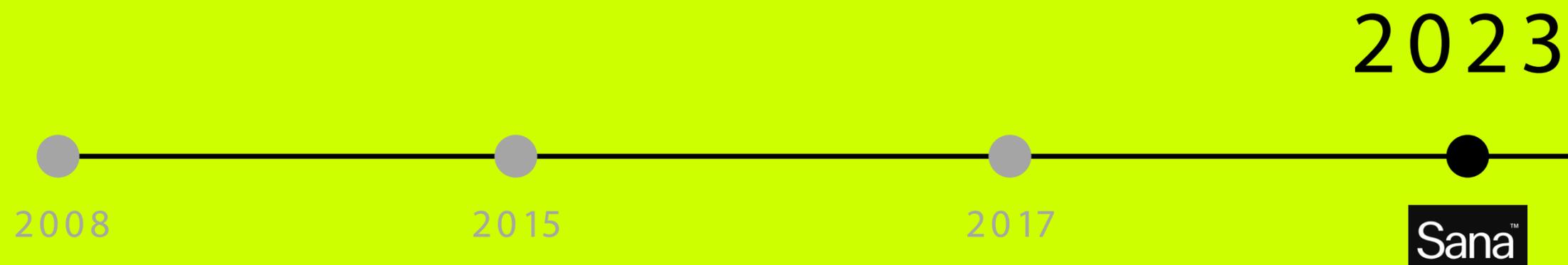
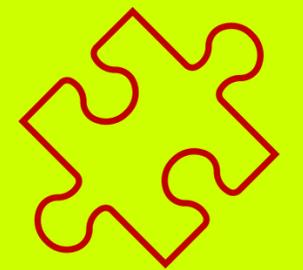
L&D Perception.

'Back-office' support function

CHAPTER 3

The Solution

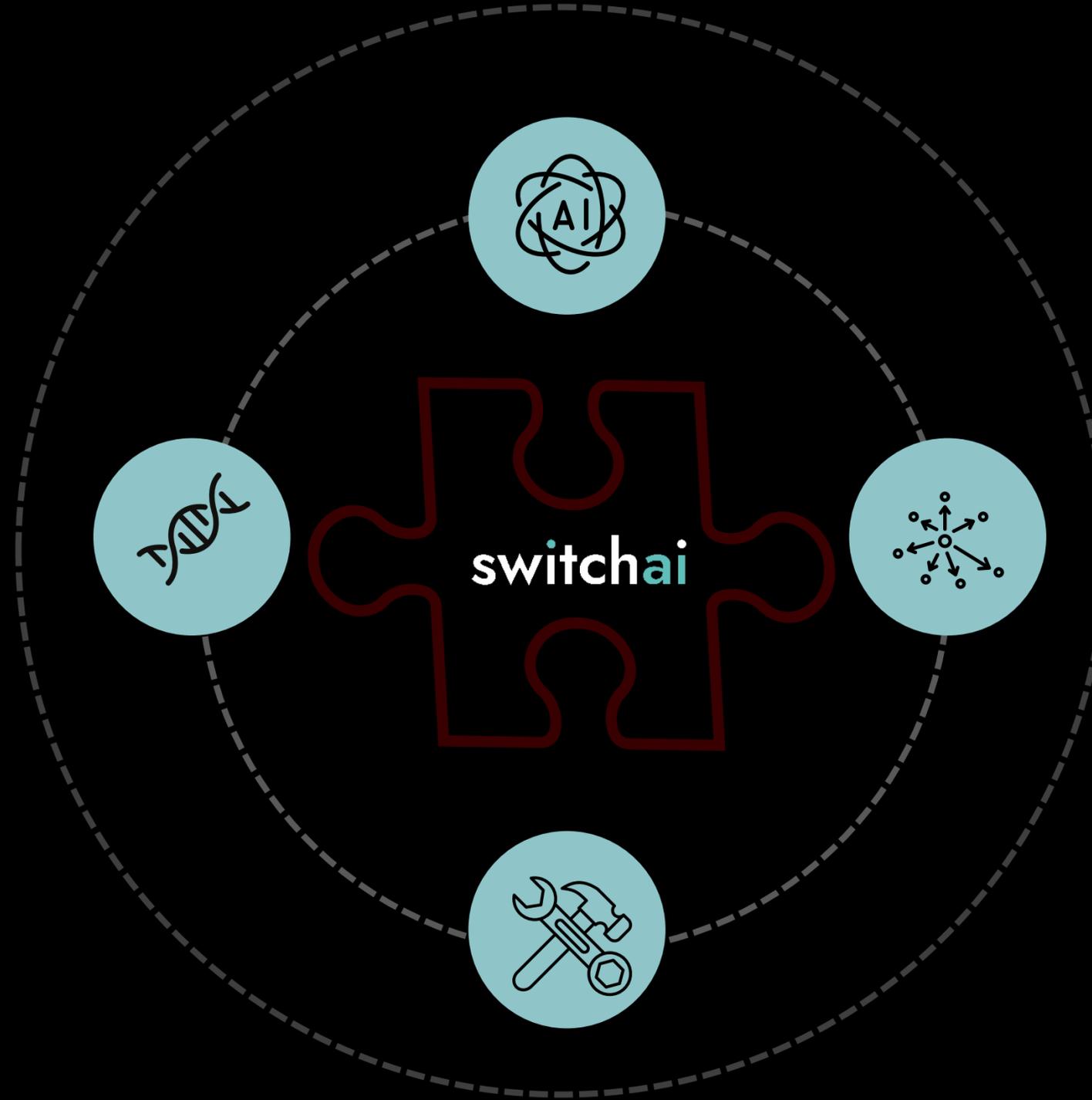
Find the *Missing Piece*



THE SOLUTION

AI-FIRST DIGITAL
TRANSFORMATION
STRATEGY

Measurable
Digital Fluency



Decentralised
Empowerment

Company-wide
AI readiness

AI-First
Infrastructure

From Strategy to

Impact.

Content Creation Savings

€67,000

Consulting Revenue Generated

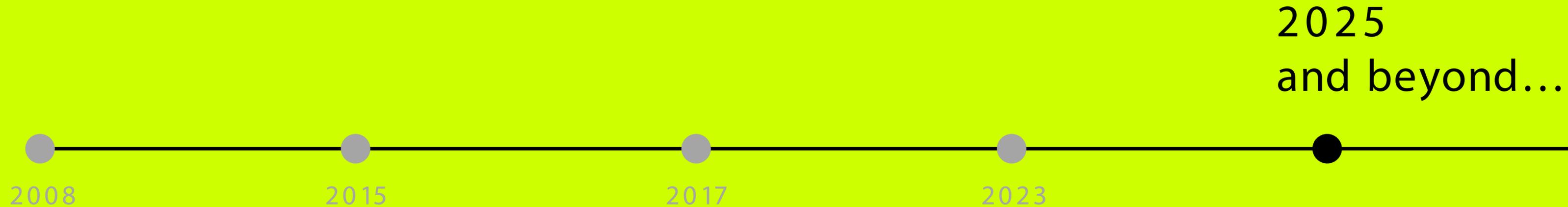
€100,000

2.5 X ROI

The Bonus

The Ripple Effect

Third Box Thinking



Elevating Digital Transformation for mci group

1

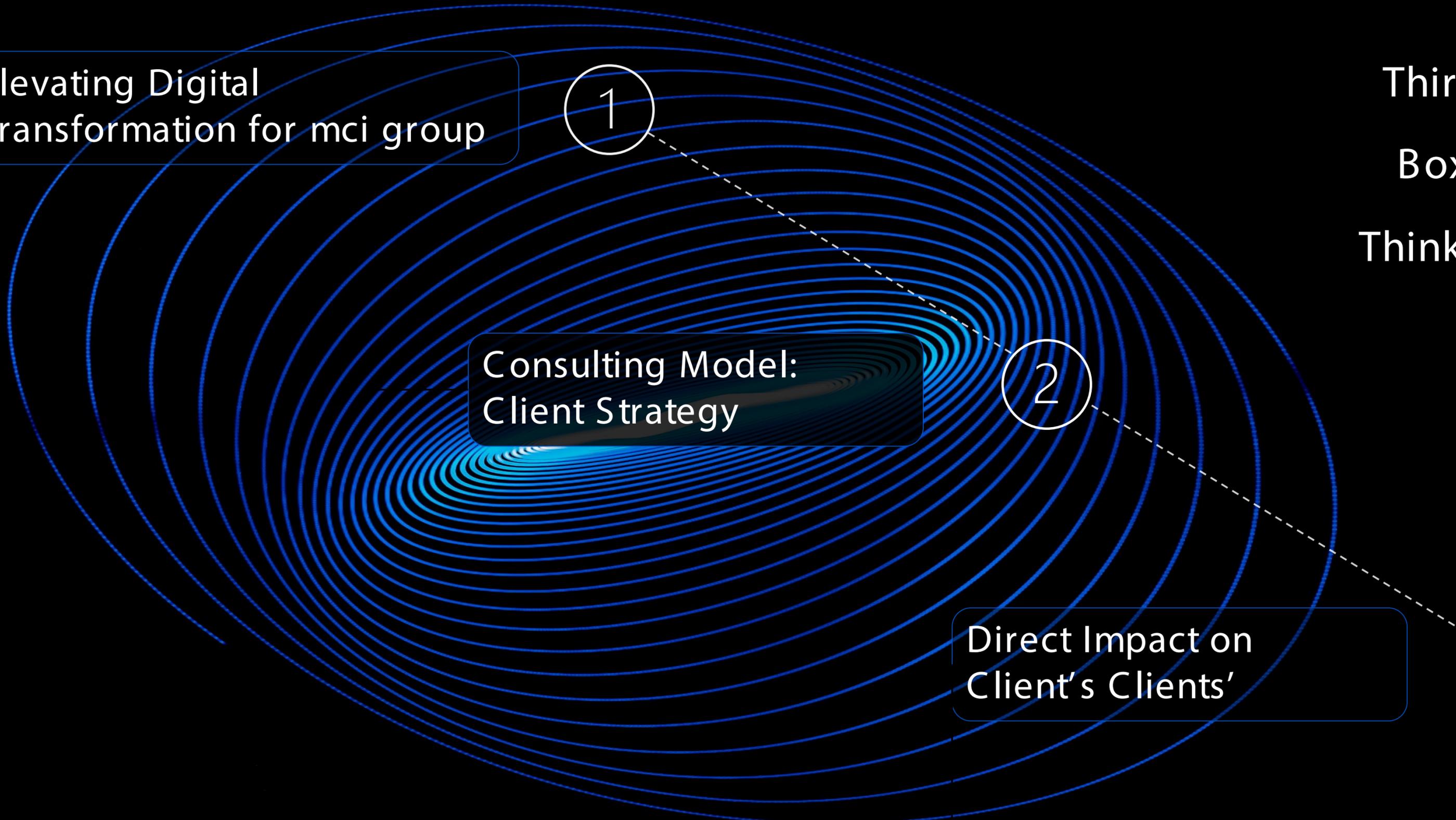
Consulting Model:
Client Strategy

2

Direct Impact on Client's Clients'

3

Third Box Thinking



€ 500,000

Corporate Partners Revenue

Ingredients of Evolution

Performance Thinking

Stakeholder Alliances

Reinvention

Grit



in 2010 ...

**The future of learning is not
digital..**

Chief Operating Officer



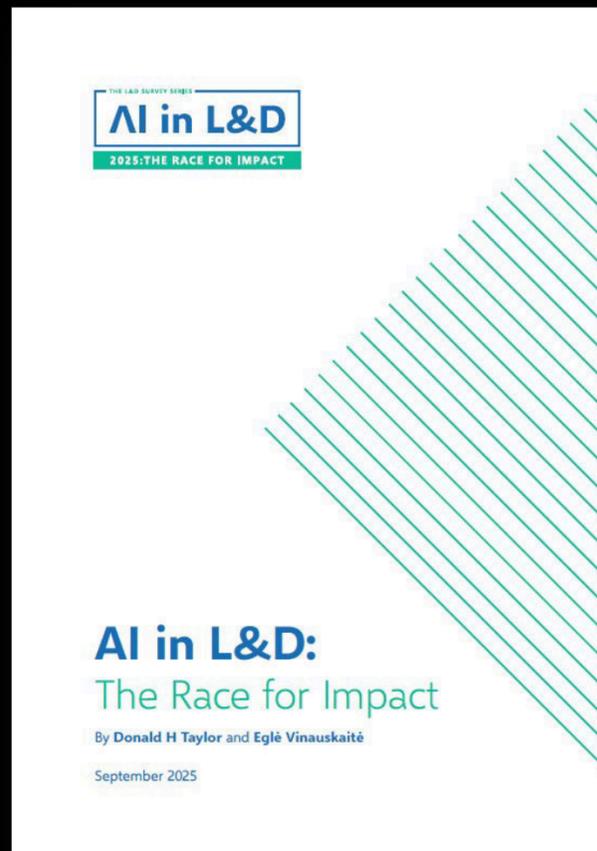
in 2025 ...

**L&D is a core engine of business
& digital transformation...**

- Chief Executive Officer

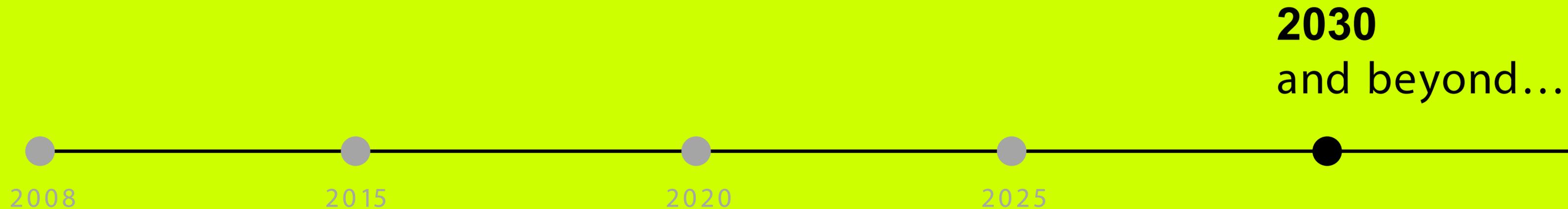
It's Time for an L&D Revolution The AI Era Arrives

the
joshbersin
company



A Catalyst For Change

L&D ... always in transformation





Avinash Chandarana



mci group

Transformation in motion