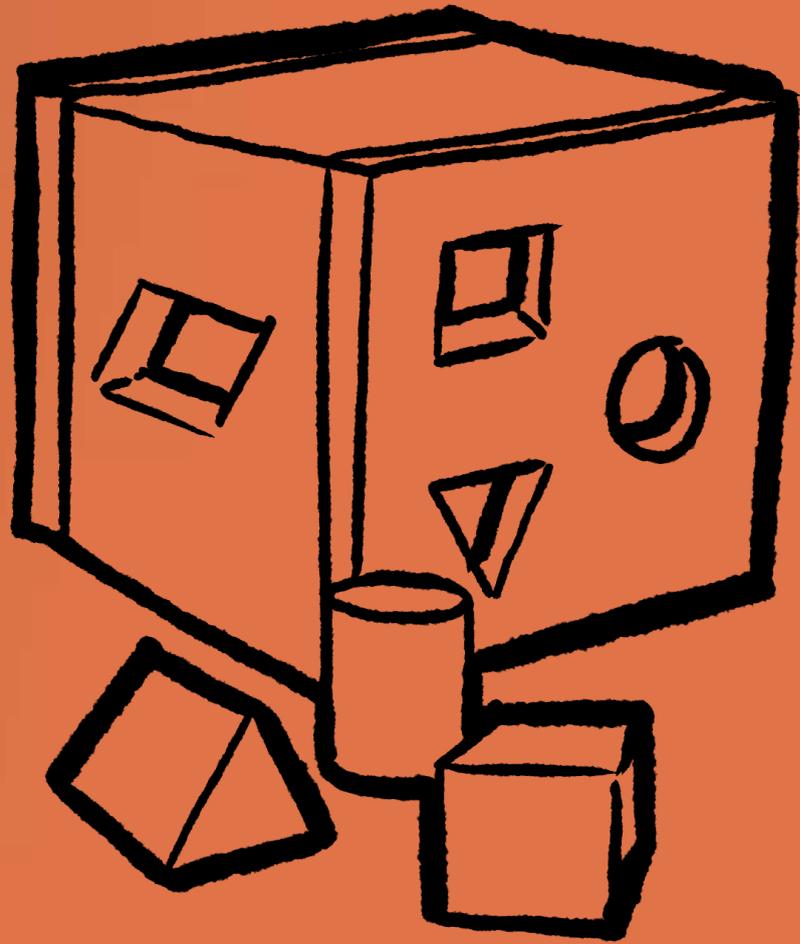


# Ding Learning Case Study / IO-Sphere



# the challenge

- IO-Sphere delivers experience accelerators.
- IO-Sphere wanted to address a skills gap where people had technical data analysis skills but lacked workplace and soft skills to apply their knowledge in real-world business contexts.
- Many existing data courses focused on technical skills but didn't provide authentic workplace experiences to develop professional skills.
- IO-Sphere wanted a course that provided immersive, scenario-based learning to give trainees verifiable workplace anecdotes and experiences.

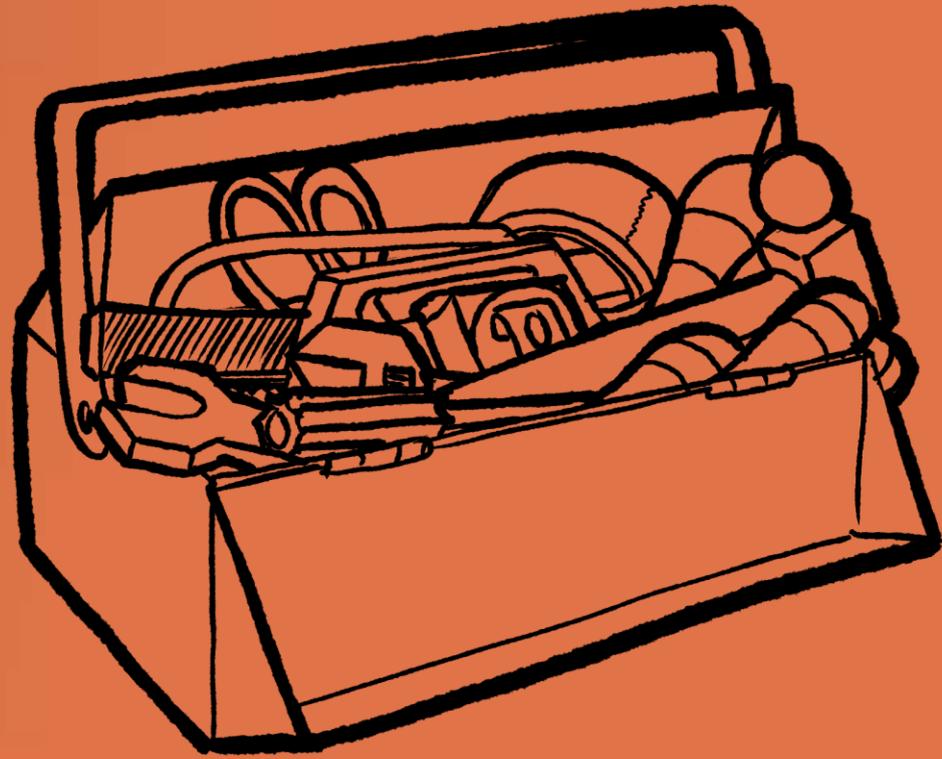




## the brief

- Ding was brought in early to help select subject matter experts and shape the course vision.
- Our brief was to bring the client's idea of scenario-based learning to life in a way that provided an immersive workplace experience.
- We needed to find ways to simulate real workplace problems and interactions so trainees could develop soft skills.
- The course also needed to differentiate itself from competitors.



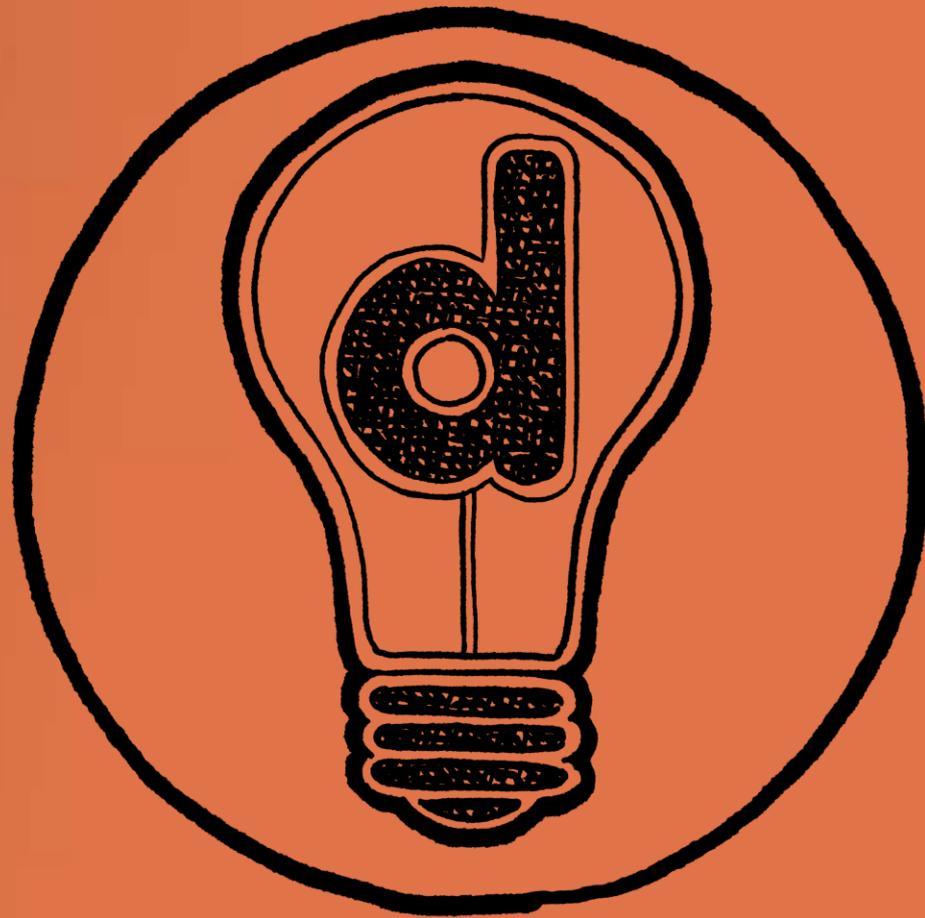


## our approach

- We worked closely with a subject matter expert to shape authentic workplace scenarios and experiences aligned to key skills like creating value, storytelling, and influencing.
- We needed to build a fictional workplace and script scenarios with characters to provide this immersion.
- We drew on concepts from film and TV to build storylines, episodes and characters to bring the workplace to life.
- We also trained coaches on facilitating in this fictional space.



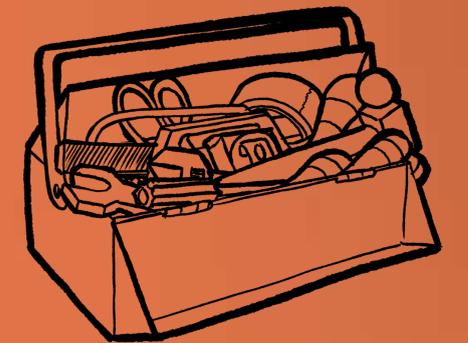
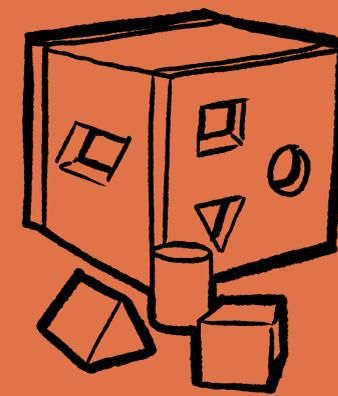




## our impact

- The fictional approach strengthened the client's unique selling point of immersive, scenario-based learning and differentiated their offer.
- The course has now run successfully several times, taking learners from novice to workplace-ready in 10 weeks.
- The client has gained confidence to expand the offer to more cohorts.
- Coaches have embraced the fictional learning, expanding it in live teaching.
- The client has an enhanced vision of learning design's strategic potential when involved early in shaping outcomes.



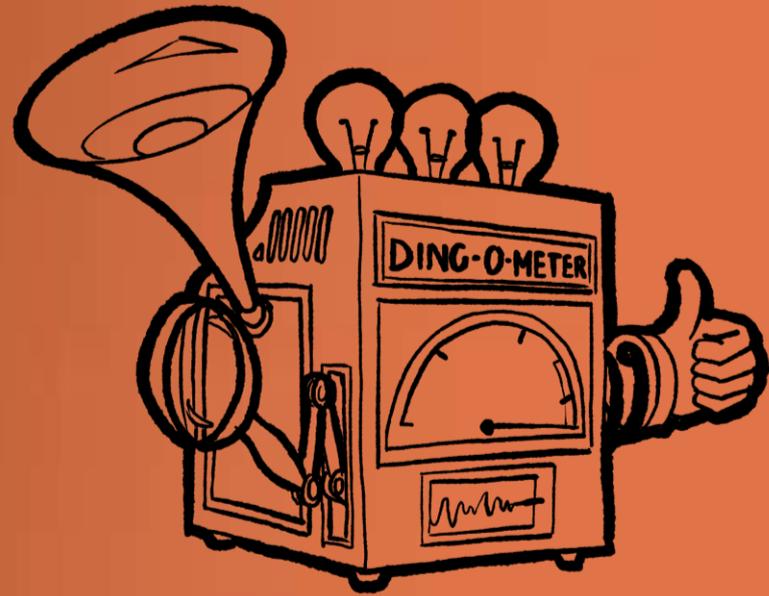


Listen to IO-Sphere's founder, James Cotton, [talking about working with Ding.](#)



Read [Ding's Learning Design Almanac](#)

Talk at [hello@ding.global](mailto:hello@ding.global)



Listen to [The Ding-O-Meter](#) Podcast



Learn on [our Bootcamp](#)

