



Nonprofit organization



Customer since 2020

Microsoft Excel Bundle,
then Full Library Bundle

Susan G. Komen employees boost their professional development with Bigger Brains's full library of affordable courses

Situation

Aside from the US government, no foundation is more widely recognized for its efforts in breast cancer research than Susan G. Komen. The nonprofit organization provides breast cancer education, strives to reduce health disparities and inequities, funds research, and pushes public policy and advocacy to ensure patients get the care they need and deserve. Despite its strides in furthering breast cancer research, Susan G. Komen saw a chance to provide additional learning opportunities for its employees to improve their technical and soft skills.

"Our people are our most important asset, and if we're not helping them learn and grow professionally and personally, we're doing both the employee and the organization a disservice," said Nate Adams, Director of Learning and Development. "We want to build our bench of leaders and equip employees to be successful and effective in their roles. If we're not doing that, we're falling short and missing opportunities."

When Nate Adams joined Susan G. Komen in 2018, he prioritized creating in-house materials to help team members become more efficient in their roles and continue their professional growth. However, Nate discovered that developing comprehensive, in-house materials didn't always make sense financially for complex tools like Microsoft Excel.

Nate continued, "Instead of trying to create Excel courses from scratch and keep them up-to-date, we wanted to ramp up our course offerings as quickly and inexpensively as possible by using a vendor that already had that content."

Komen reviewed several eLearning providers but found their courses were either priced too high or contained insufficient, disorganized content. Then Nate discovered Bigger Brains, an eLearning publicist that provides nonprofits with additional discounts and support.

"When the Bigger Brains team told me what they would do, what the cost was, and what we'd get, it was a no-brainer," Nate said. "It easily would cost me the amount of what we're paying per year in human hours to build even just a couple of the Excel courses that were available in their catalog."



The Bigger Brains team provides high-quality content, and they put a lot of thought into their variety of courses. Their cost is very fair, and their customer service and flexibility are just icing on the cake."

Nate AdamsDirector of Learning and Development
Susan G. Komen

Solution

Susan G. Komen began its partnership with Bigger Brains by opting for the eLearning company's video-based Microsoft Excel Training Bundle, which Bigger Brains considers its specialty. Nate Adams was impressed not only with the quality of the courses but also with how Bigger Brains's content could integrate into his organization's existing Learning Management System (LMS), which provided access to important employee performance data.

"I like how in-depth and intensive their lessons are, especially for some of those bigger topics like Microsoft Excel," Nate said. "There are resources that people can download and use to work along with the lessons, and you don't always get that with something like a YouTube video. We can also add Bigger Brains's SCORM packages to our internal LMS, build specific Learning Paths for different roles, and review employee progress and skill levels."

Two years later, Komen expanded from the Microsoft Excel Bundle to Bigger Brains's Full Library Bundle.

Nate continued, "We wanted more content that would help our employees be successful, like essential soft skills. When we found out that Bigger Brains had those course topics and the cost increase wouldn't be that extravagant, we opted for the full course library."

Nate values Bigger Brains Uniquely Engaging™ content's impact on Susan G. Komen. "This decision allowed my team of instructional designers to spend more time focusing on creating Komen-specific courses."

He continued, "When we deploy resources like Bigger Brains, it makes a big difference. It helps us give our employees unique, individualized performance improvement plans and on-demand resources that they can take when it's convenient. Bigger Brains allows us to provide that."

Results



Cost-Effective eLearning Solution for Nonprofits

"The cost of training is a huge deal in the nonprofit world because money is always tough to come by, but it doesn't always make sense for people to try to create eLearning content in house," Nate said. "Deploying something like Bigger Brains is super beneficial from a return-on-investment standpoint and a nonprofit perspective."



Positive Employee Feedback

"The feedback we get from employees on the courses they've taken is extremely positive," Nate said. "For the people hungry for training or need it to further their career, they speak highly of it."



Strong Customer Support

"The Bigger Brains team has been great about reaching out every quarter to see how we're doing and if there's anything more they can do," Nate said. "We've always felt like it was truly a partnership with them. They've always been responsive, flexible, and understanding when we're trying to work through contracts or find out how we can better use their courses."