

Making learning useful between sessions

A six-session Growth Series connected partner education with practice and progression.

61%

more registrations

53%

more attendance

36%

activation-rate improvement

THE PROBLEM

Standalone webinars had limited follow-through, and one-to-one coaching could not serve every provider. Partners needed a practical way to build skills and use them.

MY CONTRIBUTION

I designed the program and personally delivered core work: email and landing-page copy, workbook structure, episode materials, production and community follow-up. The partner team contributed coaching and program delivery.

01

Register and plan

02

Learn in sequence

03

Apply in workbook

04

Get help and progress

THE DECISION

I connected the sessions with a calendar-first flow, office hours and a 26-email nurture. Each session gave partners something useful to do before the next one.

THE RESULT

The program saw 61% more registrations, 53% more attendance and a 36% improvement in activation rate. These are program-level results across participation and partner activation.