

Solution Provider Profile

BTS

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Company At-a-Glance	
Name of Product/Offered	Strategy execution, business transformation, leader readiness and development, sales transformation and commercial excellence, talent selection and succession
Headquarters	Stockholm, Sweden
Year Founded	1986
Geographic Coverage	Global
Website	http://www.bts.com/

BTS Solution Overview and Value Proposition

For over 30 years, BTS has partnered with the world’s top-performing companies to turn strategy into measurable results. Together with their clients, they create transformative experiences that drive lasting impact on businesses and their people. BTS believes success happens when individuals understand how their work directly influences business outcomes. Therefore, they work to equip people with the skills, tools, and knowledge to take the right action at the right time. With deep expertise in behavior change, BTS is committed to delivering results while ensuring that people do the best work of their lives. Their client engagements range from embedded, multi-year transformation projects to quick, targeted capability development.

BTS specializes in:

- **Strategy execution and business transformation** – Turning strategy into action with tailored, hands-on solutions that drive long-term, scalable impact.
- **Leadership development and behavior change** – Empowering leaders with the skills and insights to make critical decisions and lead transformation.
- **Immersive learning and simulations** – Providing real-world, experiential learning that equips teams to perform at their best when it matters most.

- **Sales transformation and commercial excellence** – Elevating sales teams to achieve success through strategic alignment, customer-centricity, and skill-building.
- **People-centric talent development** – Supporting organizations with customized approaches to talent selection, succession planning, and capability growth.

BTS's areas of expertise include:

- Assessment
- Business acumen
- Change and transformation
- Diversity, equity, inclusion
- Executive coaching
- Executive and team performance
- Innovation and digital transformation
- Leadership and coaching
- Leadership development
- Sales and marketing
- Strategy execution

Strategy Execution and Business Transformation

Moving from strategy to execution is challenging for most organizations. In today's fast-paced environment of constant change, companies must inspire behavioral and mindset shifts to effectively execute business and culture strategies. BTS's perspective is that change has changed — traditional change management approaches can't keep up with today's evolving business challenges. BTS works to help organizations understand, adapt, and thrive by equipping their people with the business acumen necessary to execute strategies at scale.

Key differentiators:

- **Tailored transformation programs:** BTS designs programs that specifically address the unique challenges of your organization, ensuring execution is aligned with strategy.
- **Behavioral shift focus:** BTS addresses the mindset and behavior changes required for successful transformation, not just structural adjustments.
- **End-to-end execution:** BTS' approach ensures transformation is followed through to measurable results, not just high-level planning.

Leader Readiness and Development

Great leaders create inclusive communities and empower their teams to reach new levels of performance. To thrive in today's world, leaders need to adapt rapidly while maintaining empathy and humility. BTS focuses on shifting mindsets and driving behavioral change. By leveraging experiential learning and simulations, they create safe, risk-free environments where leaders can practice new skills, learn from their peers, and immediately apply what they learn. This hands-on approach accelerates leader readiness and ensures long-term success.

Key Differentiators:

- **Experiential learning:** Leadership development programs are grounded in real-world, practical learning experiences.
- **Behavioral change at scale:** Leaders practice the critical skills and mindsets they need to lead, creating a ripple effect across teams and organizations.
- **Inclusive leadership focus:** Leaders learn to drive results while fostering inclusive, high-performing cultures.

Sales Transformation and Go-to-Market Excellence

BTS helps organizations accelerate their sales cycles and refine their go-to-market strategies. Sales, marketing, and product teams today face increasingly complex buying cycles, fragmented markets, and demanding customers. BTS has conducted extensive research with the world's top-performing sales and marketing teams to understand the critical moments in a buyer's journey. With this deep insight, they equip your customer-facing teams with the skills and mindsets to close deals faster, elevate the customer experience, and drive sustainable business growth. Their programs are designed to ensure teams provide exceptional service, leading to higher renewal rates and expansion opportunities.

Key Differentiators:

- **Strategic alignment:** Align sales, marketing, and product teams with your organization's overarching strategic goals.
- **Critical buyer insight:** Programs focus on key moments in the buyer journey to optimize customer experience and close deals faster.
- **Sustainable success:** The approach ensures sales teams not only win more business but deliver exceptional service, resulting in renewals and business expansion.

Talent Selection and Succession

BTS believes that context matters, and real-world experiences create real-world results. Their assessments are designed with your specific business needs in mind. They build simulations and assessments that mirror the dynamics of your organization's business and culture, removing bias and providing applicants with an authentic preview of the role. Their assessments are both scientific and practical, optimized for engagement, and tailored to evaluate a variety of skills and behaviors. These assessments help participants create value at all levels of talent, across all stages of their careers, ensuring that you develop the right people for the right roles.

Key Differentiators:

- **Contextual assessments:** The assessments are designed to reflect your unique business dynamics and culture, delivering the most relevant insights.
- **Holistic talent evaluations:** The simulations and assessments ensure that talent is evaluated across a spectrum of skills and behaviors.
- **Bias-free assessments:** Remove bias from the talent evaluation process, providing an authentic, objective view of applicants' potential.

Assessment

BTS creates customized assessment solutions aligned with each organization's strategy and culture. These assessments, including the ExPI™ (Executive Presence Index) and LTPI™ (Leadership Team Performance Index), provide deep insights into leadership and team dynamics. Additionally, BTS uses a range of assessments such as Cognitive Ability Assessments, Personality and Behavioral Assessments, and Leadership Simulations to evaluate leadership potential, decision-making skills, and behavioral traits critical for success.

Key Differentiators:

- **Deep customization:** Assessments are designed to reflect your company's specific business and cultural dynamics, ensuring alignment with strategic goals.
- **Data-driven precision:** Make more informed talent decisions by leveraging data that highlights individual strengths and organizational alignment.
- **Results-focused outcomes:** Get fast, clear, and actionable results that directly inform better business decisions and offer measurable ROI.
- **Global, virtual accessibility:** BTS offers fully virtual assessments that can be completed on any device, from anywhere in the world, ensuring effective global scalability.

- **Cost-effective and scalable solutions:** Maximize efficiency and scalability, reducing costs while delivering high-impact assessment solutions that meet your business's needs.

Change and Transformation

Standard change management produces standard results. BTS takes a different approach—one that's biased toward action. They recognize that companies can never plan change perfectly, and so they focus on linking change initiatives directly to strategy. They help leaders shift mindsets, embrace new strategies, and guide their teams toward the actions and behaviors necessary for transformation. The goal is to help organizations create transformational experiences that inspire everyone to believe in the company's future.

Key Differentiators:

- **Leading change as a movement:** BTS partners with leaders to inspire and mobilize their teams, leading change as a movement, not just a project.
- **People-centric, mindset-driven approach:** BTS focuses on shifting mindsets and behaviors, helping leaders engage their teams in meaningful ways that drive strategic execution.
- **Strategic alignment with execution:** Every initiative is tightly linked to the organization's strategy, ensuring alignment from the top down and driving measurable outcomes.
- **Building capacity for sustained change:** BTS develops leaders who can navigate change by enhancing their capabilities and shifting their mindsets. They work to meet organizations where they are and co-create solutions that ensure sustained transformation.

Executive and Team Performance

BTS works closely with top executives to align them with the organization's aspirations and help them manage critical moments. Whether navigating shareholder interactions, managing crises, or developing executive presence, BTS equips leaders with the skills to lead with agility, decisiveness, and enterprise focus. Their Executive Advisory, C-Suite Succession, and Leadership Programs guide top leaders in pivoting to new opportunities and aligning their teams around common goals.

Key Differentiators:

- **Deep expertise:** BTS brings decades of experience advising senior leaders, offering unique insights and perspectives that are difficult to gain elsewhere.

- **Global reach:** With vast experience across leading global organizations, BTS delivers leadership solutions grounded in the latest research and real-world challenges.
- **ExPI™ and LTPI™ assessments:** The BTS proprietary tools provide data-driven insights into executive presence and team dynamics, enabling leaders to optimize their performance.

Leadership Coaching

BTS partners with organizations to create scalable, tailored coaching journeys that support strategic initiatives. They offer coaching for leaders at all levels, from the front line to the C-suite, driving behavioral change and accelerating leadership growth. While traditional coaching methods take about a year to shift behaviors, BTS achieves similar results in just four months, leveraging technology and research to deliver fast, measurable impact.

Key Differentiators:

- **Extending the reach of leadership coaching:** As a pioneer in leadership coaching, BTS offers one-on-one coaching solutions that scale across all levels of leadership.
- **Mindset research:** BTS research, based on over 100,000 coaching conversations, focuses on the changes leaders find most difficult and the tools most likely to help them succeed.
- **Scalable and seamless:** BTS's coaching solutions are scalable, offered in over 37 languages, and designed to meet the needs of global organizations.
- **Aligned with strategy:** BTS's coaching services focus on aligning coaching outcomes with the organization's strategic priorities, ensuring measurable business impact.

Innovation and Digital Transformation

BTS helps organizations define their innovation and digital transformation objectives, develop the necessary capabilities, and execute solutions that deliver results. Their customized innovation simulations compress long-term, high-risk projects into just a few hours, allowing leaders to practice key behaviors and gain valuable insights in a risk-free environment. BTS works to give your leaders the confidence to navigate uncertain outcomes and drive digital innovation.

Key Differentiators:

- **Results-focused:** BTS starts with your business outcomes and reverse-engineers solutions to deliver measurable results.
- **Creating a culture of innovation:** BTS' approach helps leaders practice the shifts required to build a culture of innovation, encouraging experimentation in a risk-free environment.
- **Learning by doing:** BTS' simulations enable leaders to recognize critical moments for innovation and take the right actions at the right time.
- **Making innovation fun:** BTS makes innovation exciting, competitive, and hands-on, helping your people build the behaviors needed for real-world success.

Sales and Marketing

BTS empowers organizations to elevate their go-to-market strategies through three core areas:

- **Enhancing GTM effectiveness:** Aligning sales and marketing to create a unified strategy that drives effective buyer engagement.
- **Optimizing initiative execution:** Engaging customers, activating teams, and launching strategies that accelerate product adoption and drive business growth.
- **Building capabilities:** Providing teams with actionable insights to prioritize opportunities, improve collaboration, and enhance GTM leadership performance.

NEW: AI Sales Coaching & Verity

Verity, a BTS company, offers AI-driven sales coaching that delivers real-time feedback on sales calls. Verity customizes scorecards based on your company's sales playbook, providing personalized coaching and insights to both reps and managers. This ensures better alignment with sales strategies and boosts overall performance.

Diversity, Equity and Inclusion (DEI)

BTS helps organizations foster inclusive cultures that drive meaningful change. They partner with leaders to build environments where diverse perspectives are valued and psychological safety is paramount. By embedding inclusion into the core of your business, BTS helps you create long-lasting cultural change.

Key Differentiators:

- **Inclusion for everyone:** BTS helps leaders identify and address biases and stereotypes, creating workplaces that are welcoming for all employees.
- **The cost of exclusion:** Through immersive, hands-on experiences, participants gain a firsthand understanding of the personal and business impact of exclusion, driving the need for inclusive practices.
- **Relational inclusion:** Inclusion is about relationships and conversations. BTS helps leaders develop deeper empathy and create meaningful connections with their teams.
- **Sustaining momentum for cultural change:** BTS partners with organizations to ensure long-term success for DEI initiatives by embedding inclusive behaviors into the organization's culture.

Analysis by Brandon Hall Group™

Situational Analysis

We are, without doubt, in an era of rapid, unpredictable change. The days of strategy deployment through simple top-down cascading are over. Today's most successful organizations recognize that strategic transformation happens through a network of capable leaders at every level who can translate high-level vision into meaningful action. In addition to building better leaders, smart organizations understand that modern, immersive development approaches are essential to building teams that can innovate, execute, and sell effectively.

Challenges to the Business

Organizations struggle to bridge the gap between strategic vision and execution, particularly when making strategy personal and actionable for employees at all levels. Traditional approaches to leadership development, sales training, and talent assessment often fail to create lasting behavioral change or deliver measurable business impact. Companies need solutions that scale across global operations while maintaining personalization and relevance for individual employees.

Implications for the Business

Organizations have immense opportunities to unlock their potential by addressing key challenges in strategy execution and people development, such as:

- Enhancing adaptability to rapidly changing markets and seizing emerging opportunities
- Accelerating strategy execution to strengthen competitive advantage
- Aligning leadership behaviors with business objectives to drive success
- Boosting employee engagement and retention to build a thriving workforce
- Strengthening and aligning leadership bench strength to meet future needs
- Optimizing talent selection and development for sustained growth
- Advancing innovation and digital transformation capabilities
- Delivering consistent customer experiences and elevating sales performance
- Driving successful change initiatives through stronger employee buy-in

Questions to be Answered by the Business

- How can we execute strategy in a way that drives measurable business impact while inspiring and engaging employees at every level?
- What does it take to develop leaders who seamlessly blend business acumen with the skills to cultivate inclusive, high-performing cultures?
- How can we accelerate behavioral change and ensure learning sticks in a world that demands speed and adaptability?
- What strategies will help us scale transformation efforts without losing the personal touch and relevance that drive success?
- How do we harness the power of technology and AI to enhance development and coaching, while staying true to the human element?

BTS as the Answer

BTS stands out in the market through its unique ability to make strategy personal and actionable through experiential learning and simulation-based approaches. Their philosophy that “strategy and culture are joined at the hip” manifests in solutions that drive both business results and behavioral change.

What particularly impresses us about BTS is their mastery of balancing technology-enabled, scalable solutions with deep personalization that reflects the unique context of their clients. Their custom simulations distill months or years of experience into efficient, high-impact learning experiences that create lasting behavioral change. These range from multi-day immersive experiences to micro-learning moments that fit into the flow of work, all while maintaining relevance to real business challenges.

BTS continues to lead the way in innovation, seamlessly integrating AI and technology into their client solutions. Their new AI-powered sales coaching platform, Verity, underscores their commitment to driving real business impact through cutting-edge advancements. By pioneering AI coaching as a complement to live coaching, BTS is redefining leadership development and shaping the future of how leaders grow and excel.

The company’s approach to assessment is equally sophisticated, with tools like ExPI™ (Executive Presence Index) and LTPI™ (Leadership Team Performance Index) which provide leaders with data-driven insights that focus on practical business outcomes. Their ability to create contextual, bias-free assessments that reflect specific organizational cultures and business dynamics sets them apart.

What sets BTS apart is their unique ability to drive transformation at scale without losing the personal touch. Whether engaging with front-line employees or C-suite executives, they design experiences that link individual actions to measurable business outcomes.

Their solutions span critical business needs like:

- Strategy execution and business transformation
- Leadership development and behavior change
- Sales transformation and commercial excellence
- Talent selection and succession
- Innovation and digital transformation
- Diversity, equity, and inclusion

Brandon Hall Group™ research indicates that organizations' top priorities include:

- Developing more holistic and inclusive leadership capabilities
- Improving employee experience while driving business results
- Redefining work culture for evolving business models

BTS is uniquely positioned to address these priorities through their combination of:

- Experiential learning that drives lasting behavioral change
- Scalable, technology-enabled solutions with a personal touch
- Deep expertise in strategy execution and cultural transformation
Research-backed methodologies for accelerating leadership development
- Innovative use of AI and simulations to build practical skills

For organizations striving for meaningful transformation, BTS offers a partnership that drives measurable business results and unlocks the full potential of their people. By making strategy deeply personal and leveraging cutting-edge technology to scale, BTS is the trusted partner for building adaptive leadership and high-performing teams.

Contribution Team:

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About Brandon Hall Group™

With more than 10,000 clients globally and more than 30 years of delivering world-class research and advisory services, Brandon Hall Group™ is focused on developing research that drives performance in emerging and large organizations, and provides strategic insights for executives and practitioners responsible for growth and business results.

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