

competition amongst the brand's dealerships that would capture their attention and hearts.

Each month, dealers were assigned a task or challenge to complete. For example, one month we'd ask them to research competitive brands and create a "pro and con" presentation. Thirty days later, their assignment was to invite current customers to the dealership to elicit their opinions on the new soon-to-be-released model. This resulted in not only some great insights, but also in hundreds of pre-sales. It also afforded dealers the freedom to invite *all* departments of their retail operations to participate, which improved teamwork.

The launch culminated as each dealership submitted videos of them experiencing competitive products. Imagine the excitement of dealers in eighty-three countries worldwide, from Chile to Austria to Boise, all competing as they learned and mastered this new product segment, together.

Sure, some tasks focused on the upcoming product, but going beyond that and making it hands-on by promoting collaboration within the dealership propelled this launch to be among the brand's most successful in its century of existence.

Cheers

The Macallan is the world's premier Scotch whisky brand, with some bottles fetching over \$1 million at auction. While it is a 200-year-old, storied icon, it is also well ahead of its time.

Five years before the COVID-19 pandemic forced the business world to embrace virtual communications, Charlie Whitfield, Global Consumer and Internal Advocacy Lead, announced his vision to create a global online education hub for the brand. He christened it *The Macallan Academy*. Our team jumped at the chance to work with Charlie and this extraordinary brand.

While the idea of a virtual academy was brilliant, with interactive classes and downloadable resources, he went a step further by focusing *first* on training the brand's employees before distributors

or others were invited to join. The Macallan team members learned about the brand's rich heritage, distilling process, the exceptional sherry-seasoned oak casks, and the whisky's natural colors, along with scores of other fascinating insights that brought its differentiation and value to light.

Everyone, including leadership, sales, marketing, accounting, and administrative employees, enrolled. They gained confidence, inspired by The Macallan's incomparable craftsmanship and creativity. Then the Academy was launched to distributors, stores, and restaurants worldwide.

Charlie and our team have now trained and certified thousands globally in twelve languages, including French, Japanese, Turkish, and Vietnamese. The Macallan Academy has grown so successfully that each year, dozens of new classes are added to further the learning and grow the passion. Cheers for the brilliant idea, Charlie!



Training and education can be fun and inspiring. Spread the word and ignite passion for your brand throughout the enterprise, and the world!