



# CSM PROGRAM - INSURANCE COMPANY CASE STUDY

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CSM for company-wide  
upskilling and engagement

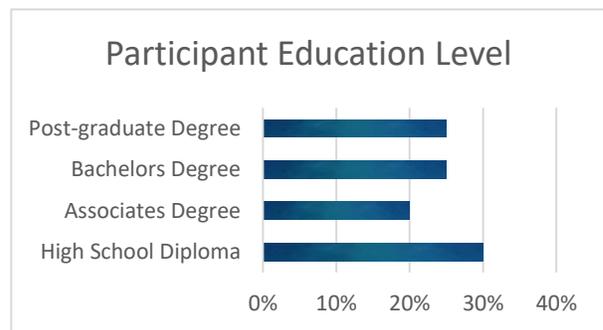
## The Challenge

A mid-sized health insurance company (“the Company”) was looking to expand non-traditional educational programming for their entire staff. They were especially interested in programming that would:

- **Support their Everyone Leads initiative** to ensure that everyone, at all levels of the Company, has leadership and decision-making skills.
- **Improve the use of their tuition assistance program** by encouraging associates to go back to school for college degrees, masters degrees, and specialized credentials. They realized that one of the major impediments to taking advantage of tuition assistance was that many associates felt rusty and/or unready for higher education.

## The Solution

The Company opened their CSM programming to the entire staff as a part of the voluntary non-credit learning and development programming. The associates who applied and were accepted ranged from frontline staff to managers, and had diverse educational backgrounds (see box).



All associates took the **CSM Course**, which builds the **High Performance skills, attitudes, and behaviors** that *everyone* needs to do their job right:

### High Performance

- |  |   |
|--|---|
| ➤ Deep, fluent math and literacy skills  | ➤ Ability to focus                          |
| ➤ Problem solving mindset and strategies | ➤ Conscientiousness and attention-to-detail |
| ➤ Active, independent learning           | ➤ High personal expectations                |
| ➤ Persistence and self-reliance          | ➤ Self-efficacy                             |

The CSM Course uses next-generation adaptive learning technology that personalizes learning using the “Goldilocks Principle” to guide every person along a unique path of skills that is just right for them—not too easy or too hard. CSM is also unique in personalizing instruction to build independent learning skills and noncognitive traits.



### College Credit Recommendation for the CSM Certificate

The American Council on Education is the major coordinating body for all the nation's higher education institutions. Their College Credit Recommendation Service (ACE CREDIT®) has issued a recommendation of **3 semester hours of quantitative reasoning credit at the lower division baccalaureate level**. Anyone who is CSM Certified can **request a transcript** be sent to the college or university of their choice.

On completion of the CSM Course, participants earned their CSM Certificates, the first certification of generalized High Performance, whose skills also align well with some of the most important Common Employability Skills ([www.tinyurl.com/CESframework](http://www.tinyurl.com/CESframework)). The CSM Certificate has also earned a recommendation for college credit (see left).

## The Results

40 out of 47 program participants (85%) completed the CSM Course and earned their CSM Certificate. They spent a total of 1,781 hours on CSM, answering 16,675 problems, and learning 2,327 new skills. Primary reasons for non-completion were personal issues, and most non-completers finished more than 60% of CSM.

## Participant Experience

Participants found the CSM program beneficial:

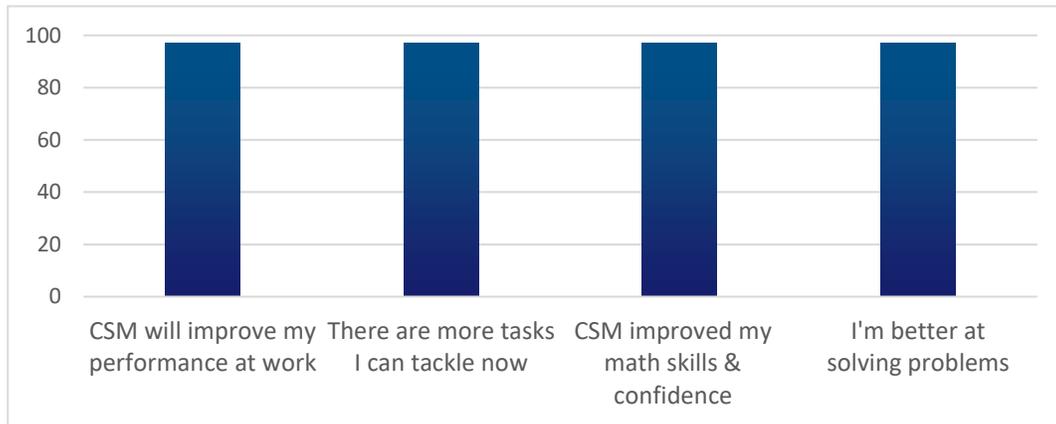
- **100%** enjoyed working on the CSM course
- **100%** appreciated getting the opportunity to complete CSM
- **100%** found the CSM experience worthwhile
- **100%** agreed that that other Company employees would benefit from CSM

## Specific Benefits

Company associates reported a variety of benefits to their CSM experience, **including improved focus, carefulness and attention-to-detail, ability to learn independently, and figuring out their own mistakes independently.**

### Expert Coaching Services

The Company used CSMlearn's Expert Coaching Services to keep associates motivated and on track, and for individualized coaching for building learning strategies. Coach Jessica Hartman provided **individual orientation sessions** for each associate, **contacted every associate** once per week to maintain progress and buy-in, **reviewed every associate's progress** in detail, **discussed learning strategies and behaviors**, and sent **weekly reports** to the company's Project Coordinator.



Critically, associates overwhelmingly reported that **CSM will improve their performance at work, increase the tasks they can tackle**, and that they're **better at problem-solving**.

Fascinatingly, these effects were true *across the entire spectrum of associates who took the CSM Course*. Even though associates ranged from front-line employees with high school diplomas to managers with post-graduate degrees, the CSM Course was deemed relevant, useful, and a worthwhile use of time by nearly all associates.

### The Company's Goals

The Company had two key goals: building company-wide leadership skills and attitudes towards their Everyone Leads goal (see [www.tinyurl.com/EveryoneLeads](http://www.tinyurl.com/EveryoneLeads)), and improving use of tuition assistance by building skills and confidence to take part in further education.

- **100%** agreed that CSM was aligned with Everyone Leads
- **100%** agreed that CSM would be helpful for other associates at the Company
- **97%** agreed that CSM made them more prepared for further education
- **100%** felt more excited about further education

*"CSM made me focus more on completing tasks and not being afraid to make mistakes. The mistakes were a learning lesson on how to do the problems correctly. It's definitely made me smarter and it's teaching me how to teach myself. "*

Indeed, one employee with a high school diploma signed up for college tuition assistance the day that he completed CSM! And another said he now felt ready to go for a Master's Degree.

### Participant Story – Roxolana Telepko, M.S., Manager, Compliance Audit

So what did those hours of jotting notes, reaching for my calculator and then realizing I wasn't supposed to or didn't need to use it if I just thought about the problem, and the moments of wanting to give up teach me? **That I can overcome fear and anxiety, that I'm not a quitter when the going gets tough, that the skills presented and on which we are challenged involve both soft and concrete skills.** I learned about math but I also learned about my own personality. I learned about logic, but I also learned about my own patience (or lack of at times)... Any time I concluded I was 'smarter' than the problem in front of me, I found that I wasn't. It's not about smarts – it's about utilizing our skills and trusting that we can slug our way through a tough spot.

I enjoyed the self-paced tempo and like that it was on my time, in my space and that I could stop at any point and always return to the last place I stopped. It's designed to be user friendly, the graphics are easy, the information thorough.

Thanks for the challenge!



### Lessons Learned

Associates from front-line through manager all reported that CSM was a worthwhile experience which built leadership across the company, made them more prepared for and excited about future education, and will improve their productivity at work and increased the tasks they feel prepared to tackle.

The implementation was aided by careful framing of the course to employees:

- instead of CSM being for certain positions or educational levels, the program was open to all employees
- the program was for personal as well as professional development

Indeed, one manager made the effort into a team-building exercise, and required all direct reports to take CSM along with her.

By being intentional in implementation of this initial cohort, word-of-mouth resulted in company-wide interest and a significant increase in the number of associates in the second cohort.

CSMlearn welcomes the opportunity to explore how CSM can build skills, self-efficacy and engagement in your company