CASE STUDY

TOP 3 GLOBAL CONSULTANCY

How **active practice** replaced passive training

With 5× deeper engagement than ChatGPT and 2.6× higher satisfaction than traditional training, a Fortune 100 company hired a top global consulting firm using Creatium's tech to turn professional development into professional readiness.

"We're all really excited about what's next in creating cutting-edge simulations, coaches, and interactive learning environments that are proven to improve learning outcomes."

–Program Manager at a **Top 3 Consulting Firm**

At a glance

- Skills aren't built by consuming information. They're built through practice—and a top global consulting firm knew this when they partnered with Creatium to transform how a Fortune 100 company develops its leaders.

- And in this case, the issue wasn't access to information. ChatGPT gives detailed, instant answers; and video training explains and visualizes concepts. However, neither builds skills. And in this case, the skills were about using AI confidently and pitching AI-driven ideas to leadership under pressure.

- However, **active practice**—where you construct answers under pressure, fail, and iterate—creates durable skills. This is how professionals actually learn, despite spreadsheets and PowerPoint presentations being the normal form of communication.

- When this top consulting firm used Creatium's AI tech, it didn't hand over answers—it challenges managers to earn them. "Why now?" "What's the ROI?" "What breaks at scale?" They created practice for high-stakes conversations where users failed again and again before feeling prepared in the real meeting.

- **The results across 814 sessions:**

  - **5× deeper engagement** than ChatGPT (12.4 vs 2.5 turns)
  - **95% positive sentiment** (vs 37% traditional training)
  - **58% plan to implement** what they learned (vs 12% industry benchmark)
  - **74% active participation** (vs 28% traditional training)

- This wasn't a chatbot. This wasn't a series of video modules. This was sophisticated training in facilitating productive friction—and it works.

Challenge

A Fortune 100 company had invested heavily in GenAI adoption, rolling out enterprise tools and conducting awareness training across the organization. And indeed, employees understood AI conceptually. These highly educated individuals attended workshops, watched videos, and read case studies.

But when it came time to actually use AI in their work—or pitch AI-driven ideas to leadership—they froze. The problem wasn't the knowing. It was the doing. They were in utterly new territory; and consequently, there was real fear of failure.

Three critical gaps emerged:

1. ChatGPT Doesn't Build Skills
General-purpose AI tools are designed to be helpful and frictionless. Ask a question, get an answer, move on. Analysis of 1.5 million ChatGPT conversations shows most users treat it like a search engine—averaging just 2.5 conversational turns before leaving.

And transactional interaction doesn't build capability. It provides information, not practice.

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2. Traditional Training Doesn't Translate

Video modules and e-learning create awareness, but research shows employees forget 70% of passive training within 24 hours. Standard e-learning sees only 20% completion rates, 37% learner satisfaction, and just 12% of participants report applying skills to their actual work.

Watching someone else do something doesn't prepare you to do it yourself—especially under pressure.

3. High-Stakes Conversations Require Pressure
Real executive conversations involve interruptions, skepticism, and hard questions: "Why now?" "What's the ROI?" "What would I have to say no to in order to fund this?"
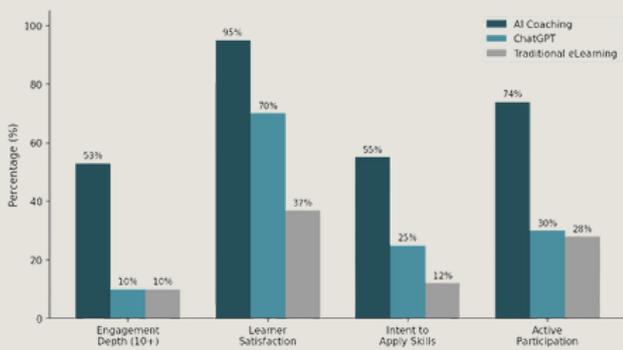
Practicing with a "helpful" AI that validates every idea—or reading about objection handling in a slide deck—doesn't prepare anyone for that reality.

And this top tier consulting firm recognized the core issue: you can't learn to handle executive pushback by reading about it. You need safe, repeatable practice where the stakes are low but the pressure is real.

The Solution

Across 814 sessions with **784 unique participants** Creatium deployed an AI coaching platform that created a high-stakes roleplay environment where managers could practice difficult conversations before facing real stakeholders.
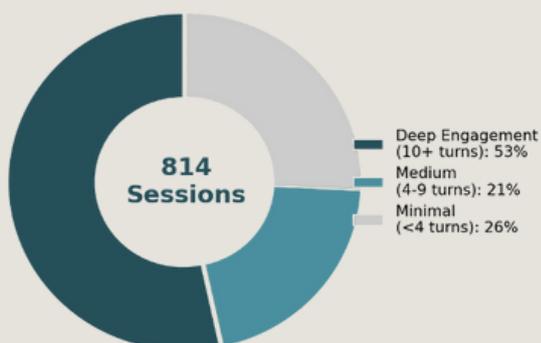
The engagement depth data tells the story: 31% sustained deep practice (16+ conversational turns), 22% reached high engagement (10-15 turns), and 21% actively explored (4-9 turns). This means **74% of participants actively engaged in skill-building practice**—a stark contrast to traditional e-learning where 72% of participants admit to distraction and only 20% complete courses.
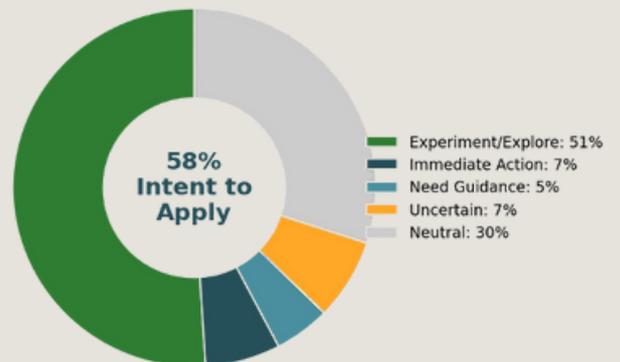
The AI responded to participant input in real time. Strong, specific answers moved the conversation forward. Weak answers triggered follow-up questions. The experience mirrored authentic executive decision-making—not a scripted tutorial. Analysis showed that 93% of participants received actionable guidance—specific next steps they could implement immediately, not vague advice.

Among actively engaged participants, 53% broadened their pitches mid-conversation—adding executive-ready elements they hadn't mentioned initially: feasibility and implementation plans (32%), success metrics and KPIs (29%), quantified business value (19%), and stakeholder adoption plans (16%).

This "pitch strengthening effect" demonstrates the power of productive friction. When challenged to defend vague claims, managers didn't shut down—they constructed better arguments in real time.

The results extended beyond the coaching sessions themselves. Post-coaching analysis revealed that 58% of participants planned to implement or experiment with what they learned—representing a 4.8× improvement over the typical 12% training-to-practice conversion rate in corporate learning. Of these, 23% committed to immediate implementation while 35% planned further experimentation.

The platform deployed a lifelike AI executive who simulated real leadership meetings. Instead of providing helpful suggestions, the AI pushed back with the kinds of questions real executives ask: "Show me the numbers." "Why are you telling me this? What do you want me to do?" "What breaks at scale?" "What would I have to say no to in order to fund this?"

Managers could practice the same conversation multiple times—refining their pitch, testing different approaches, building confidence. If they couldn't articulate ROI, the conversation stalled. If they made vague claims, the AI pressed harder. No real-world consequences, but authentic pressure. Sessions averaged 12.4 conversational turns—**5× deeper than typical ChatGPT usage** (2.5 turns)—with participants spending an average of 8.6 minutes in focused practice.

58% Intent to Apply

Experiment/Explore: 51%
Immediate Action: 7%
Need Guidance: 5%
Uncertain: 7%
Neutral: 30%

Educational research shows that "desirable difficulty"—introducing challenge that forces deeper cognitive processing—builds durable skills far better than passive review. Creatium's platform applies this principle: instead of making learning easy, it makes learning effective. This isn't a chatbot giving you answers. It's a roleplay experience making you earn them.

Engagement Depth Distribution

814 Sessions

Deep Engagement (10+ turns): 53%
Medium (4-9 turns): 21%
Minimal (<4 turns): 26%

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