



***BOSE***

The Bose logo, consisting of the word 'BOSE' in a white, italicized, sans-serif font, set against a black square background.

**CASE STUDY**

## **Bose uplevels a global workforce with business education from Section4**



Cross-functional teams developed a shared language and sense of purpose as employees leveled up skills throughout the enterprise.



Bose Worldwide offers an array of high-quality audio experiences across four divisions in over 50 countries. During the initial waves of the pandemic, Bose faced many of the same challenges as other large organizations, with many of its 8,000 employees working from home. Coupled with an imperative to upskill employees for a post-COVID world, Bose partnered with Section4 to give employees a forum to learn, network, and grow alongside others in the organization.

**“With the rapidly changing world that we live and work in, Section4 really provided a great springboard,”** explained John Moloney, Chief Commercial Officer of the Automotive Division at Bose. **“The learning model Section4 has deployed has allowed us to scale this around the world.”**

As an early attendee of **The Brand Strategy Sprint** with Scott Galloway, Moloney had first-hand experience with Section4. He knew the forward-thinking content and accelerated learning platform would be exciting and relevant not only for employees within the auto division, but across the organization.

Moloney led the charge for expanding access to sprints globally. He and senior management invited several key employees to attend a sprint and give their honest feedback to help increase employee adoption.

**“It’s started to grow like wildfire,”** Moloney said. **“People are super excited, from the top to the bottom of the organization, so it’s been a lot of fun.”**

As the word spread, employees from across the company began sprinting together, learning together and networking not only with colleagues at Bose, but with other professionals around the world. This generated even more enthusiasm because the sprint program also met the understandable need for professional connection during the time of COVID.

**“When you look at the ability to network and meet people from around the world, it’s spectacular. And the caliber of participants, ranging from start-ups to mid-sized and big companies, the diversity is great. That’s been a big benefit,”** said Moloney.

According to Moloney, three key benefits drove the adoption of Section4.

First, he said that Bose has received an immediate return on its investment because employees have applied what they’ve learned into their functional roles. For example, an HR manager used key learnings from the Brand Strategy Sprint to uplevel the company’s employee value proposition and recruit top talent into the organization.

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**Employees have applied what they’ve learned into their functional roles**

Second, utilizing a common language and common set of frameworks has proven invaluable for cross-functional teams to evaluate questions and make sound strategic choices. Streamlining cross-functional collaboration, especially in a global company like Bose, has helped break down barriers and guide conversations.

## Streamlining cross-functional collaboration has helped break down barriers and guide conversations

**“Scott Galloway has a framework called The Three Hurdles Model. We’re using this model in discussions and in decision-making forums around products and brands pretty extensively right now,”** explained Moloney. **“And there are other frameworks in the various sprints that we’re starting to incorporate in our dialog.”**

Third, Moloney points to the minimal investment relative to course quality at Section4. As top business schools continue to limit enrollment and charge thousands of dollars per class, Section4 offers a compelling alternative with a cost-effective, open-enrollment model that enables employees to upskill rapidly with top professors and business leaders.

**“We have big plans to scale this up even more across the enterprise. We’re looking to do a couple of different things as teams, and looking at the different learning approaches and modules,”** said Moloney, **“These are the ways that we’re using to stimulate learning in this dynamic world we live in.”**

Moving the needle in such a short amount of time is essential for preparing today’s workforce for tomorrow’s growth in a digital-first world. And with a scalable format that allows for broad cross-functional participation, Section4 offers businesses a great alternative to arcane and costly executive education.



**John Moloney**  
Chief Commercial Officer  
Automotive Division, Bose Worldwide

“We’re using the T-Algorithm, which is a great framework to help some of our future product designs...it’s getting immediate application.”



**Michel Bernaiche**  
Automotive Strategy Council Leader  
and Head of Customer & Market Insights

“Great use of time to learn new frameworks that can be applied to our business.”



**Alexis Beyfus**  
Senior Market Insights Analyst

“Great content, great professors, concrete and directly applicable in the day to day, flexible timing and implication.”

→ Watch the complete interview with John Moloney at [section4.com/bose](https://section4.com/bose)



# About Section4

Section4 is the only learning platform that provides an MBA-level education about crucial topics in today's rapidly evolving business environment. Our courses are taught by MBA professors and digital thought leaders in an intensive sprint format.



Learn more about how Section4 can help you and your team spark innovation for digital transformation.  
**Contact us at [teams@section4.com](mailto:teams@section4.com)**