



Oct: Yozmot Group Case Study

Transformative Growth: A Deep Dive into Yozmot Group's 3X Growth and Shift in Learning and Development

Investing in Blossom enabled Yozmot Group to respond to imminent challenges and evolve into a thriving organization.

What initially began as a response to the challenges posed by the COVID-19 pandemic, the company successfully overhauled its learning and development (L&D) function.

Blossom's transformation learning platform (LXP) provides flexible training courses that are seamlessly integrated—enabling users to participate fully, regardless of location.

Not only did they have weak methods of integrating existing technology, but they also wanted a comprehensive solution to help scale.

ABOUT CLIENT:

Established in 2002 in Israel, Yozmot Group is dedicated to enhancing people's lives by providing essential tools and developmental skills.

By leveraging community networks and fostering an optimistic approach to personal, business, and corporate objectives, the organization delivers comprehensive consulting, coaching, and support for personal, organizational, and business development—removing barriers, unlocking potential, and reaching higher goals.

With 10,000 students and a network of 14 branches across Israel, Yozmot Group is the largest organization in life-changing education.

CHALLENGES:

In the pre-COVID era, Yozmot Group conducted face-to-face teaching and coaching. However, the impact of the pandemic led to significant changes to how the Group offered education and training to employees—forcing a rapid transformation.

The Group had no educational content nor processes in place to suit digital learning. Since Yozmot Group is a unique organization, finding a customizable solution to meet their emerging needs proved challenging.

The company could not host their interpersonal content in a centralized platform—this restricted access to lectures, assessments, tests, and real-time feedback.

PROBLEMS SOLVED:

- Comprehensive L&D systems support a digital learning environment—efficiently facilitating a blended learning program by having a mix of face-to-face and online training
- Adaptable online learning environments now support lectures, assessments, tests, and real-time feedback, replicating the interactive aspects of face-to-face learning
- Learners can access Calendly events to schedule meetings with their lecturers to seek advice and receive feedback, reducing waiting times and administrative effort

KEY TAKEAWAYS:

- Blossom's LXP contributed to a 300% increase in learner engagement
- New possibilities were uncovered, leading to expansion into geographical areas and unlocking the potential to offer a wide range of courses
- Customizable features offer complete flexibility as the Group expands and reaches new territories
- Learners and tutors can communicate using a centralized platform—reducing duplication

"[Blossom] platform is agile and allows Yozmot to evolve with the challenges that the education sector brings with it. We can add more and more content and features to develop a real sense of community among all the users." –Enon Landenberg, Yozmot Group