



Using Explorance Blue to Develop Leaders

Oluwaseun Olofin, Technology Manager | November, 2025



London
Business
School

London Business School

Established in 1964 and located in the heart of London, LBS is one of the world's leading business schools. Renowned for its diverse student body, strong global alumni network, and top-ranked programs such as the MBA and Masters in Finance, LBS offers exceptional opportunities for personal and professional growth. Its central London campus connects students directly to global business leaders and innovative thinkers.

- MBA & Executive MBA
- Masters in Finance
- **Executive Education**
- LBS Online
- PhD



816 staff
165 faculty

13,379 ExecEd participants
2,533 Degree students
510 LBS Online learners

+57,000
alumni

Executive Education, London Business School

London Business School's Executive Education programs empower professionals and organizations to achieve lasting impact. With a diverse portfolio of short and custom courses delivered by leading faculty, LBS helps participants sharpen their leadership, strategic, and digital skills. Flexible formats and a global network make LBS a premier destination for executive learning.

- Flagship Programmes: Accelerated Development Programme & Senior Executive Programme
- Managing the implementation and daily operations of technologies deployed for EE Open & Custom Programmes
- Use of Psychometric and 360 Assessments to support leadership growth and development in EE



1 in the world for
Open programmes

2 in the world for
Custom programmes

FT **EXECUTIVE
EDUCATION
2025 RANKING**

Need for Psychometric & 360 Assessments

- **Psychometric Assessment** – Strengths & growth areas
- **360 Leadership Assessment** – holistic insights (line managers, direct reports, peers, and others)

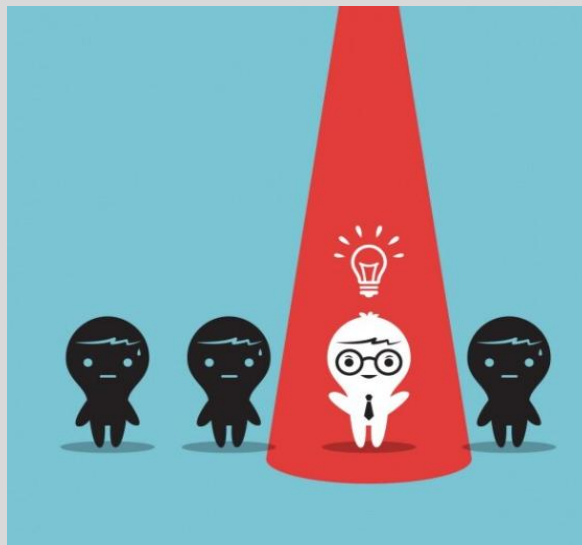
Insight into Leadership

Leadership development starts with meaningful feedback.



Personalised Development

Tailored insights from Psychometric and 360 assessments empower coaches to create actionable growth plans for each leader.



Streamlined processes

Bringing assessments in-house improves efficiency, reduce costs and enhance the overall participant experience



Using Blue for Assessments

Assessment Tools Developed

Two tools were created: a standardized psychometric questionnaire and a customizable 360 survey for open programmes as well as for our various client needs (custom programme).

Seamless Process Management

The entire assessment process is managed to ensure data integrity, consistency, and stakeholder satisfaction. Able to view and download reports.

Data Collection and Reporting

Participant responses are collected and reports generated are shared with both participants and coaches to support development.

Reports Generated

More than 2000 individual reports distributed on both assessments.



Impact & Benefits

METRIC	BEFORE BLUE	AFTER BLUE
Participant Experience	Moderate	Improved (SSO, GDPR)
Costs	Higher (External Suppliers)	Lower (In-house Tools)
Coach Engagement	Moderate	Improved

End-to-End Process Workflow

01

Survey Creation - Design and configure assessment tools

02

Participant List & Automate distribution – Validate participant data and send invitation notification

03

Response Collection - Administer surveys over 4–8 weeks (monitor response, automated reminders)

04

Report Generation - Create and review assessment reports (assign viewers through relationships)

05

Email Distribution - Send reports to participants and coaches for coaching session preparation

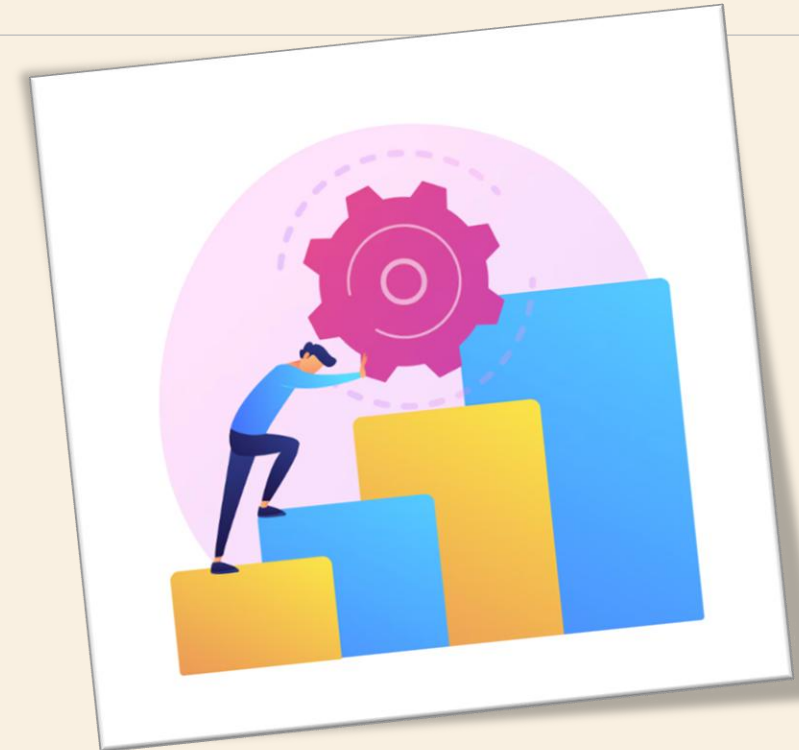
Challenges Faced During Implementation

Transition to New Tools

Switching to in-house tools required streamlining processes, workload and adapting workflows for smooth implementation.

User Technology Struggles

Participants faced difficulties with technology and missed or overlooked important instructions.



Customisation Demands

Clients request tailored 360 questionnaires, increasing setup time.



What Works Well & Positive Outcome

Tailored Questionnaires:

Design team creates customized questionnaires aligned with program objectives for accurate assessments.

Valuable Coaching Reports:

Coaches use detailed reports as valuable tools for guiding development conversations effectively.

Streamlined Client Journey:

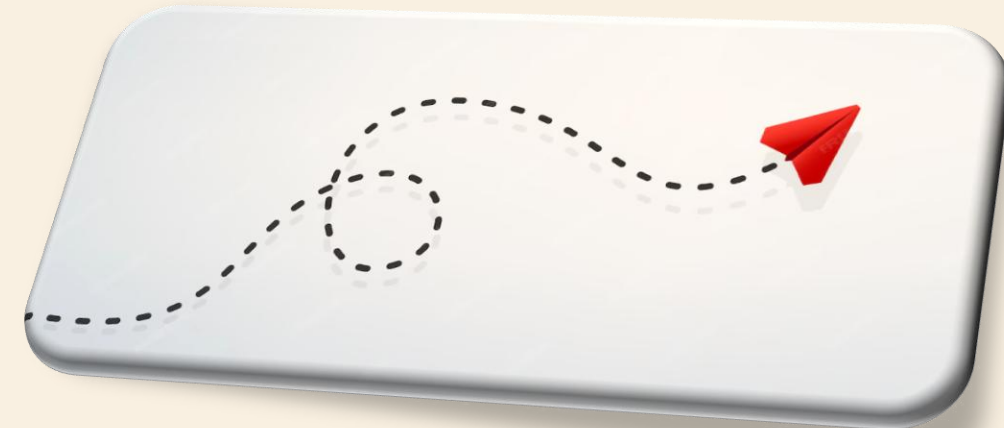
Clients receive timely and relevant information, making their journey smoother and more efficient.

Effective Explorance Support Team:

The Explorance support team has been responsive and efficient in resolving technical issues promptly.

Looking Ahead

- **Data Integration** – Seamless syncing of participant accounts from LBS systems to Blue
- **Strengthening Assessment** – Norm, group reporting, and trend analysis for deeper insights
- **Blue Dashboard:** Advanced analytics for cohort-level trends and reporting
- **Multi-Language Support & MLY:** Translation and redaction features for confidentiality
- **Expand Assessment Offerings** - Broaden our suite of assessments & meet diverse client needs





THANK YOU !!!

Any Questions ?