



**Leadership Case Study**  
**A Global Multilingual Organization**

Leadership Acceleration Program

**Scaling Leadership**  
**Identification and Acceleration**  
**Through Video-Driven**  
**Assessment**

Presented By: **videoBIO**



# Client Context & Challenge

The client was seeking to shift to a more human, user-generated content approach to identifying high potential leaders. The objective was to put video at the center of the program creation and delivery to increase engagement and participation.



Poor leadership identification pipeline resulting in a lack of qualified internal leaders



Inconsistent evaluation across regions and languages.



Limited assessment of communication and presence.



Low engagement and lack of scalable insight.

# Innovative, Video-Driven Leadership Assessment Solution



**Behavioral video interviews capturing authentic candidate responses.**



**Structured evaluation of 6 key leadership competencies.**



**Authentic insights into communication, presence, and mindset.**

The client created a video-based leadership identification and acceleration program that puts video at the core of the program creation and delivery. This involving employees in the content capture, creating a more engaging and authentic method of presenting and evaluating results that allows participants to showcase all of their potential.

**12,760 Participants | 6 Countries | Multi-Lingual Delivery**



# Results & Impact

Measurable  
Success



**Scalable identification of high-potential leaders globally.**



**Reduced bias through standardized prompts.**



**Deeper authentic insights beyond written assessments.**



**Established actionable leadership pipeline aligned with target objectives.**



## Key Takeaway & Next Steps

If you are interested in learning more about the details of this program or how you can create projects with internal video capture, presentation and interviewing contact us to book a meeting <https://videobiorecruiter.com/book-a-meeting-sales>

**"Video transforms leadership selection—making it more human, equitable, authentic, and scalable across cultures."**

Organizations can adopt video-driven assessments to build future-ready leadership pipelines at scale. Explore how video can elevate your leadership development programs.