



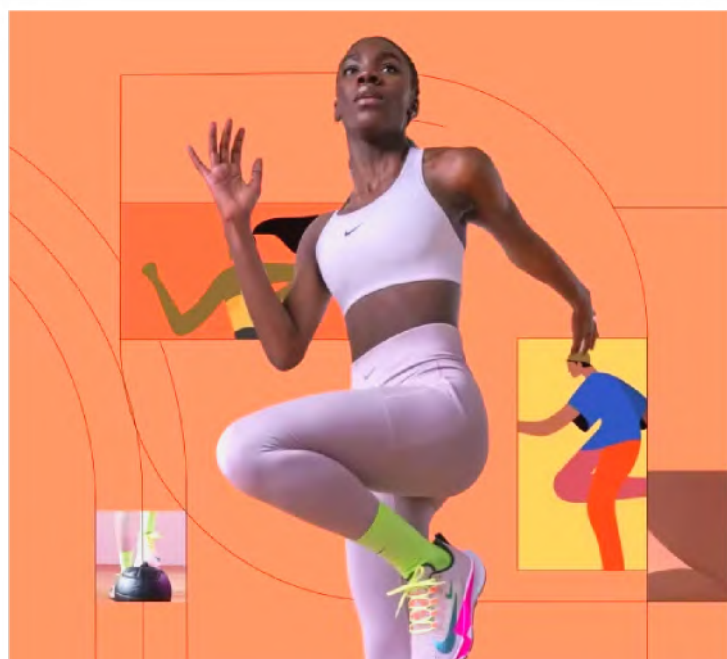
SCHOOL OF MOTION TEAM TRAINING

CUSTOMER STORY

Critical Mass - Canada + The World



NISSAN



NIKE



FOOD NETWORK



Critical Mass is a global digital agency with 1,800 people across 12 offices, serving top brands like **Apple, Nike, Airbnb, and BMW**. They excel in design, customer focus, and leveraging new technology to create connected digital ecosystems. Their strength lies in blending data, AI, design, media, and tech to build human-centered stories. Founded in Canada, they're known for attracting top talent with small egos. They're driven, friendly, and proud of their values.

"My experience with school of motion has been fantastic ever since the first time I reached out. The availability, the flexibility and the willingness to really find what fits well for our situation at Critical Mass have all been stellar. I have nothing but great things to say."

Kerry Trotter, Learning & Development Lead



Critical Mass's challenges



NIKE



M&M



AT&T

> Capability Gaps

Critical Mass's larger workforce and client mix require a wide variety of skills to support. Access to all of our training enables efficient skill acquisition and training.

Unpredictable Billing

Training budgets for agencies can be tough to manage. Having one team subscription that can scale up or down instantly makes billing and budgeting a breeze for Critical Mass.

Scheduling Chaos <

The agency's team is often moving fast from project to project. Having the ability to learn as quickly or slowly as needed has opened up more options for their team to learn.

"We are an award-winning agency with top-tier talent, and we have been seeing an increasing demand for tech and software skills. At times, our teams need additional training to bridge specific skill gaps. Our Creative team selected School of Motion for its impressive range of courses."

Kerry Trottier
Learning & Development Lead

The Solution: Team Training

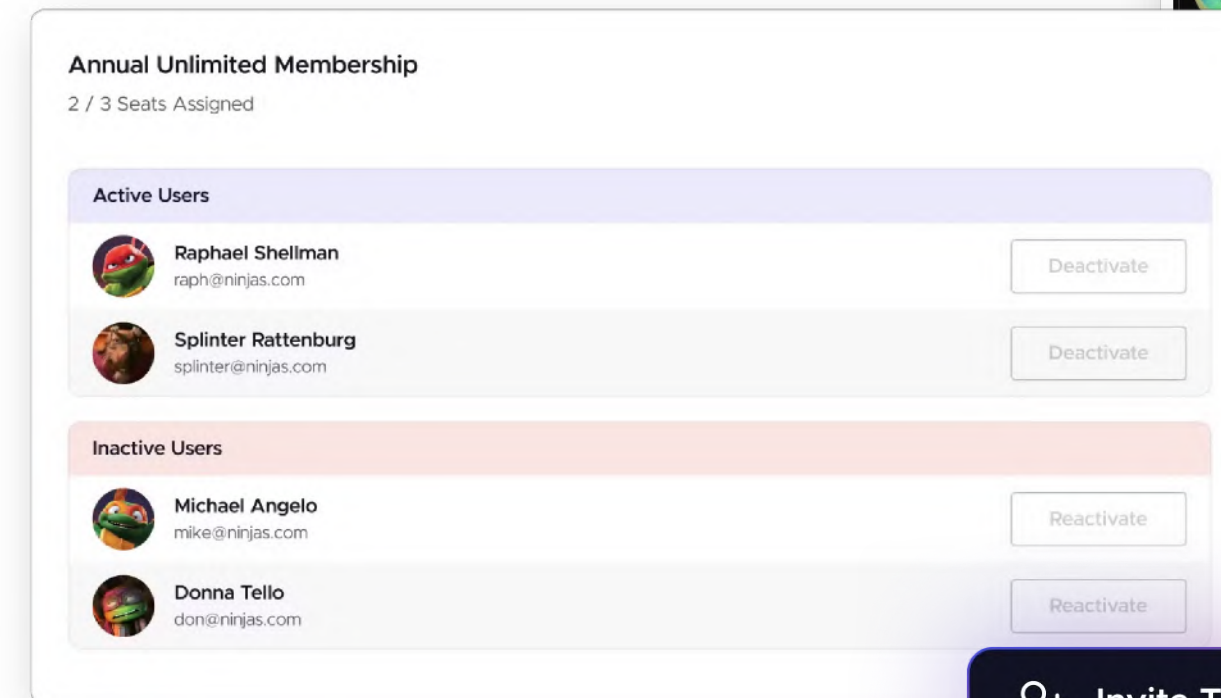
Critical Mass implemented floating seats on School of Motion's Team Training Platform, giving them immediate access to the complete library of training materials, as well as the support of teaching assistants to help speed up and enhance the learning experience at Critical Mass's own pace.

Licensing and billing became simple. With floating licenses, it was easy to give different artists access to training on-demand, and to add or remove licenses as needed. All while the billing remained consolidated and synced with their annual budget cycle.

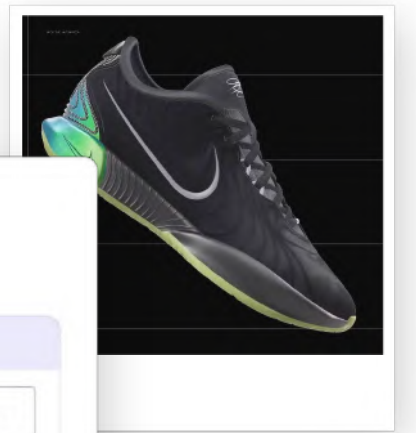
This flexibility has proven especially valuable during the agency's busiest periods, allowing them to rapidly upskill team members to meet specific project demands without any administrative hurdles.



AT&T BUSINESS



 Invite Team Members



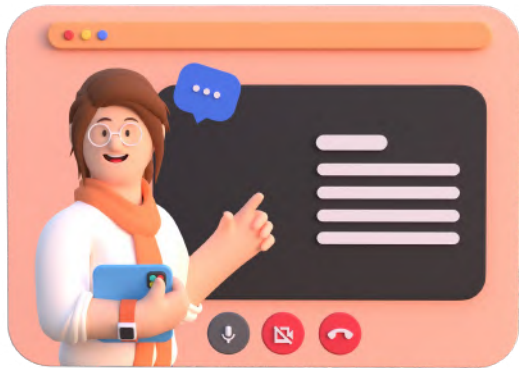
"We absolutely love the floating seat option. We can swap out participants as needed. We also can give participants a little bit more time if they need, and re-assign their seat a little bit later on. It was kind of the deciding factor when we realized how flexible it was. It's easy to use, and it has really served us very, very, very well"

Kerry Trotter
Learning & Development Lead



School of Motion

Team Training Benefits



All-Access Training

Give your team unlimited access to our entire library of courses, ensuring they have the skills to tackle any project at any time.



Consolidated Billing

Simplify the billing process with a single invoice, making it easier for your finance team to manage expenses.



Flexible Licensing

Admins can easily manage and reassign licenses as team structures evolve, ensuring maximum resource utilization.



Priority Support

Benefit from a dedicated enterprise account manager and priority support, ensuring smooth onboarding and ongoing success.

Contact us: team@schoolofmotion.com