

Nomination: 8696

Ascend(TM) with AlixPartners

<b>Page: General Information</b>
Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.
<b>Name of Organization/Company</b> AlixPartners  ██████████ ██████████
<b>Additional Contacts</b> I do not wish to list additional contacts
<b>Page: Entry Information</b>
<b>Entry Title</b> Ascend(TM) with AlixPartners
<b>Category</b> F01 - F80 Solutions, Implementations, and Training Programs or Media > F52 - F74 Training Programs or Media > F62 - New-Hire Orientation and Onboarding Training
<b>Training Programs or Media Submission Format</b> Written Answers
<b>a. If this is a brand-new product, state the date on which it was released. If this is a new version of an existing product, state the date on which the update was released. Required</b> Launched as a pilot in July 2023, with two further cohorts in July 2024 and January 2025. A fourth cohort is scheduled for July 2025. Ascend was developed using design sprints following a comprehensive needs analysis, spanning 100+ interviews and 8,000+ data points, to create a program that accelerates readiness, reduces attrition, and maximizes impact.

**b. Describe the features, functions, and benefits of the nominated program or media (up to 350 words). Required**

Ascend was developed using design sprints following a comprehensive needs analysis, spanning 100+ interviews and 8,000+ data points, to create a program that accelerates readiness, reduces attrition, and maximizes impact.

Since its launch, three cohorts (93 participants) have completed Ascend™, with a fourth cohort scheduled for July 2025. Results have been transformational: MBA attrition dropped from 22% to just 3.2% (3 of 93), far exceeding our target of 10%.

Features & Functions

Real-World Consulting Simulations: From day one, participants engage in live case studies, mirroring client engagements and reinforcing practical skills

End-to-End Role Reality: No theoretical exercises... every interaction, tool, and scenario reflects the real demands of consulting

Data-Led, Real-World Onboarding: The Ascend™ Program

Ascend™ is a data-driven MBA onboarding program built on rigorous discovery and iterative design.

Structured Technical and Consulting Skill Development: Covering financial analysis, data visualization, executive communication, and problem-solving

Firmwide Integration & Exposure – Participants interact with partners, senior consultants, and peers, building networks critical for long-term success

Continuous Feedback & Data-Driven Refinements – Using pulse surveys, NPS scoring, and learning analytics to ensure iteration and continuous improvement

Benefits

40% Faster Client Integration: MBAs now contribute to live projects within 4 weeks vs. 10 weeks in previous programs

Stronger Retention & Engagement: First-year MBA attrition dropped from 22% to 3.2%, a 7x improvement

Higher Learning Engagement: A 20% increase in self-directed module completion shows enhanced motivation after they leave Ascend - contributing to a continued learning and upskilling journey

\$3M+ ROI in Billable Hours: Faster deployment has unlocked 6,000 additional consulting hours within the past 12 months.

Enhanced Employer Brand: Positive testimonials and industry-leading NPS (84) reinforce the firm's reputation as a top MBA employer.

By eliminating wasted learning time, stress-testing participants, and immersing them in the reality of consulting, Ascend™ doesn't just train our new consultants, it builds them.

**c. Outline the market performance, critical reception, and customer satisfaction with the product or service to date. State monetary or unit sales figures to date, if possible, and how they compare to expectations or past performance. Provide links to laudatory product or service reviews. Include some customer testimonials, if applicable. (up to 350 words). Required**

Ascend™ is transforming early-career consulting onboarding through data-led design and continuous iteration. Built from 100+ interviews and 8,000+ data points, it launched in July 2023 and has since trained 93 MBAs across three cohorts, with another set for July 2025.

Business Impact & Market Performance

By immersing MBAs in real-world consulting from day one, Ascend™ has delivered tangible results:

- 60% faster client integration—reducing time to billable work from 10 weeks to 4 weeks.
- \$7.14M in additional billable revenue, calculated from 17,856 extra hours gained at \$400/hour (80% utilization).
- 17% reduction in attrition, preventing 16 early exits and saving \$2.4M in hiring and lost productivity costs.
- Net ROI of \$5.67M, factoring in program delivery and opportunity costs.

Ascend™ has evolved each cohort, directly impacting consultant readiness and engagement:

Cohort 1 NPS: 62 / Cohort 2: 77 / Cohort 3: 89 (+43% increase).

Our data-led, iterative approach has resulted in higher consulting readiness, with faster, more confident integration onto live client engagements.

Stakeholder & Participant Testimonials

"The real success of Ascend is how it has evolved - each cohort is better than the last. We listen, refine, and optimize. Now, it's a gold standard for how we onboard talent." – Partner & Ascend™ Sponsor

"The exposure to senior leaders, real scenarios, and intense casework made all the difference. I felt like a consultant from day one." – VP, Cohort 3

"Ascend is an intense, rewarding experience that takes the MBA business skills that you learned a little bit about, and it amplifies it to what you need in the real world" - VP Cohort 2

"Ascend is an investment. It's demanding, but so rewarding" - VP Cohort 3

Industry Recognition

Winner of the CLO Learning in Practice Award for Business Partnership, recognizing its strategic impact.

Surpassing consulting industry NPS benchmarks (51+), positioning us as a top employer for MBA talent.

Ascend™ isn't just onboarding—it's a performance accelerator, proving that data-driven iteration leads to stronger consultants, faster integration, and measurable business impact.

**d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional**

Ascend Promo - Video

Ascend Reflections - Video

What is Ascend? -Video

[REDACTED FOR PUBLICATION]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

**Would you like to add an additional supporting document?**

Yes

[REDACTED]

[REDACTED]

[REDACTED]

**Would you like to add an additional supporting document?**

No

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