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The annual listing of 40 companies that are at the forefront of providing leadership development training and impacting businesses

Tandem Solutions

Bridging the Gap between Training and Learning

Powerful and personalized leadership training is becoming the new currency for companies to stay competitive and be future-ready. The ability to develop capable, agile, and resilient leaders steers an organization toward success and companies worldwide are heavily investing in robust leadership development and training programs. However, despite all the investment, companies often miss the mark when it comes to up-skilling leadership capabilities. Tandem Solutions helps clients make the connection between building leadership capacity and realizing corporate success through its unique blend of change management consulting, executive coaching, and leadership training. The founders recognized that even the best plans are useless without strong leadership and set out to help leaders develop the mindset, skills and behaviors needed to move their organizations forward.

Tandem Solutions provides companies with a strategic leadership development approach called LongitudinaLearning™ that helps transition learning from a training event to an ongoing process. “Training vendors are often more focused on their content rather than the learning process, and we turn that upside down. Of course, we have thoroughly researched and well crafted content, but we take things a step further. Through our unique approach, we are able to blend training with ongoing coaching and support learners throughout their journey; that’s something no one else does in the training world,” says Joe McCafferty, Managing Director of Tandem Solutions.

The genesis of the LongitudinaLearning™ concept dates back to 2002, when Tandem Solutions began its journey as a training company to address the limitations associated with traditional learning models. McCafferty explains that when people learn from workshops or event-based sessions, they often fail to apply the information and concepts to their daily lives. With a commitment to bridging the wide gap between theoretical learning and practical application, Tandem Solutions has been refining its approach to help users drive behavioral change, glean deep insights into the concepts, and execute them. “Most training takes an outside-in approach and emphasizes providing information to students. We emphasize more of an



inside-out approach by engaging with participants, meeting them where they are, and helping them develop new insights about how to improve their performance,” he says.

The company has widgetized its online training assets to put together specific aspects of a training program for either an individual or a small group at a granular level, thereby offering a customized set of learning assets supplemented with coaching. Tandem Solutions offers direct access to recently researched, leading-edge training content through online portals, which are specifically designed for busy executives. Case in point, if a client is overloaded with meetings or emails, the company offers bite-sized pieces of content that are easy to absorb. With its proprietary TandemTools™—a series of online forms and templates—the company helps users with on-the-job application of concepts to address real-world problems. “What makes our approach unique is that we encourage learners to discover their own ways to apply new concepts and support them along the way rather than just providing the content and hoping for the best,” remarks McCafferty.



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Tandem Solutions believes that coaching as a practice delivers an incredibly powerful opportunity to facilitate adult learning. Further, McCafferty explains that reflecting and developing new insights is critical to adult learning. In addition to helping their clients reflect deeply on their own experiences, TandemCoaches™ are able to offer specific learning content to help their clients develop new and deeper insights about the challenges they are facing. For example, recently a client who was overwhelmed by a substantial change driven by the pandemic looked to TandemCoach™ for support.

During a coaching dialog where the executive reflected on her own experiences, the TandemCoach™ identified a few knowledge gaps that were holding the client up and offered her a few specifically curated lessons about managing change. The client readily accepted the offer and the content allowed her to develop clearer insights for herself and her organization. Rather than being overwhelmed by the sheer volume of work, she was able to use one of the TandemTools™ to divide her work into categories and develop strategies for each category.

While companies are figuring out ways to withstand the adversities created by the pandemic, Tandem Solutions has taken this as an opportunity to enhance its offerings to develop and deliver user-directed content quickly and train people worldwide virtually. With sights set on a promising future, the company aims to expand its delivery capacity while continuing to scale its offerings through a network of certified TandemCoaches. Steering ahead, Tandem Solutions will continue to explore opportunities to expand its content offerings. “It is our flexibility to respond quickly to client needs and offer content tailored for each specific need that drives us toward success,” notes McCafferty. 