



Case Study

LaborMax Staffing:

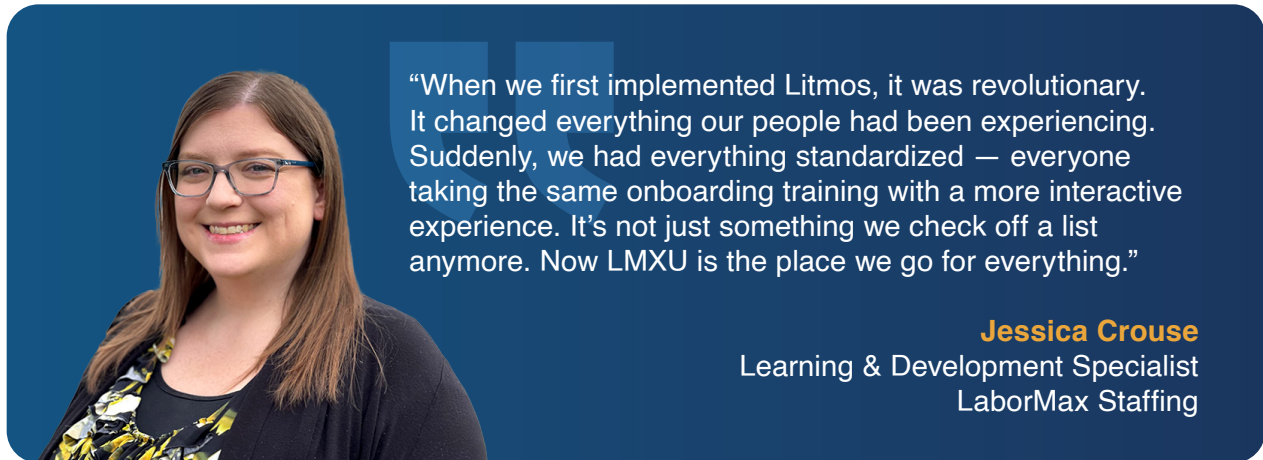
*Transforming Employee Development
Through Progressive Learning*

2025



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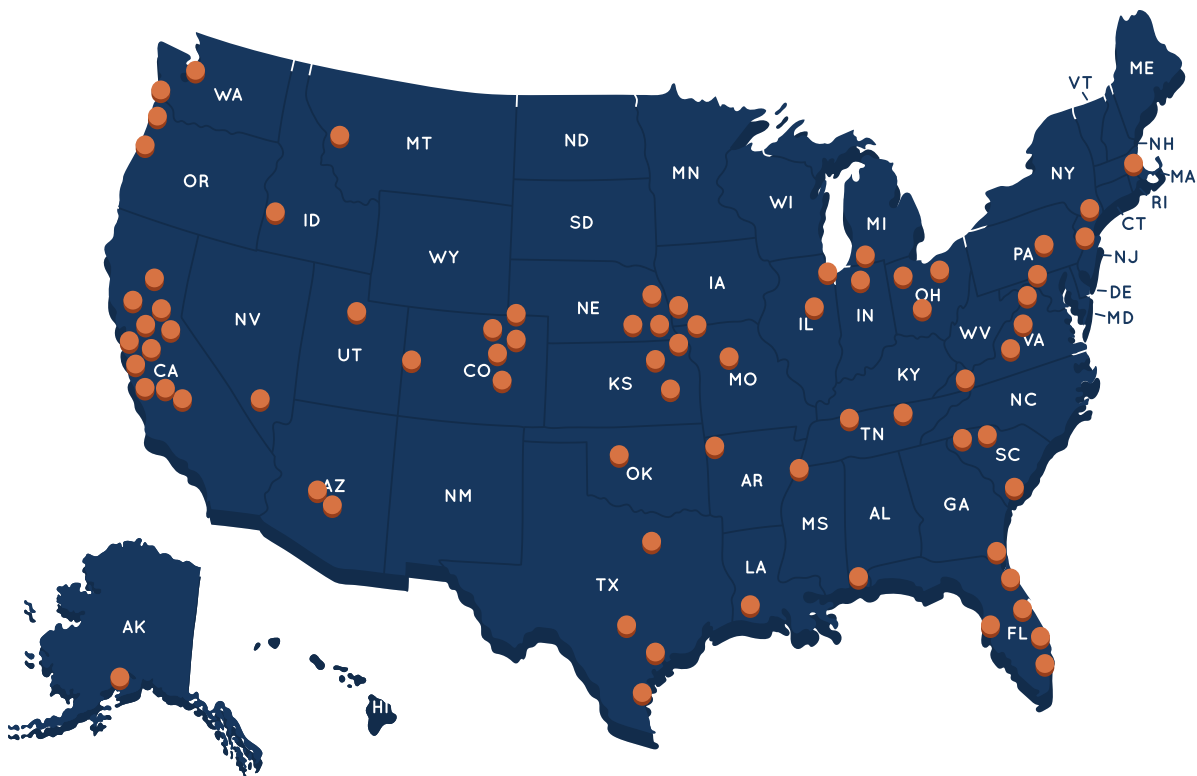
In an industry known for high turnover and decentralized operations, LaborMax Staffing faced significant challenges in consistently training employees across their nationwide locations. By developing a Progressive Learning Model and implementing it through the Litmos platform, LaborMax transformed their approach to employee development — reducing turnover, increasing engagement, and saving over \$233,000 annually through efficient onboarding practices. What began as a basic need for standardized training evolved into a comprehensive learning culture that follows employees throughout their entire journey with the company.

About LaborMax Staffing

LaborMax Staffing is a national staffing company founded in 2002 with locations spanning from Alaska to Florida. The company provides temporary staffing services, temp-to-hire options, and direct-hire placements.

With approximately 300 employees across 100 branch locations in 33 states, LaborMax connects workers with employment opportunities in various industries, focusing primarily on construction, flagging, and day labor. Their branches function as somewhat independent entities, each with its unique challenges and leadership styles, creating a complex environment for implementing standardized training.

The company operates under the motto: “Changing people’s lives is what we do, putting them back to work is how we do it.” This philosophy guides their approach to their temporary workforce and internal employee development.



Challenges

Inconsistent Training Approaches

Before implementing Litmos in 2018, LaborMax had no centralized learning system. Each location operated independently, relying on a basic paper checklist for onboarding new employees. Branch managers — already overwhelmed with numerous responsibilities — were solely responsible for training their team members. This resulted in inconsistent knowledge transfer and varied skill levels across the organization.

“It was just very inconsistent. That was really the main focus. Everyone was kind of deciding what was most important and we didn’t have anyone at Shared Services to confirm or have any say in how things were being disseminated.”

Jessica Crouse

Learning & Development Specialist
LaborMax Staffing

High Turnover in a Demanding Industry

The staffing industry is notorious for high employee turnover. At LaborMax, some locations were losing an employee nearly every week. In one extreme case, a single location had 35 new hires in a year due to turnover.

Crouse describes their situation before implementing Litmos: “We would just have people in and out the door all the time. It was literally, ‘Oh, we got 20 new hires this week. But we lost 10.’”

Geographic Dispersion and Employee Isolation

With branches spread across the country, providing consistent training and support was logistically challenging. Employees in smaller branches often felt isolated: “They can feel like they’re on an island,” Crouse said. This isolation contributed to disengagement and increased turnover risk.

Critical Retention Points

Through careful tracking and analysis, LaborMax identified the 2-3 month mark as a critical retention point for new employees. “That’s where they’re either gonna stick it out ... or they were kind of like, ‘Oh, this is too much,’” Crouse said. Without targeted support during this crucial period, many employees would leave just as they were beginning to gain competency.

Lean Learning Resources

LaborMax’s learning and development team has always operated with minimal resources. Initially a two-person team, it’s now managed solely by Crouse following her predecessor’s departure. The company needed an efficient solution that could scale across the organization while maintaining personalized learning experiences.

Business Objectives

LaborMax's leadership recognized that a transformative approach to learning and development was necessary. They needed to move beyond simply checking boxes for onboarding and create a strategy to address their unique challenges while supporting employees at every stage of their journey with the company.

When LaborMax began searching for a learning solution, they needed to partner with a technology provider that could help them achieve several critical business goals:

- 1 Standardize training** to ensure consistent knowledge and skills across all locations, eliminating the variability from each branch developing its own approach.
- 2 Reduce new-hire turnover** by providing structured support beyond initial onboarding, particularly at the critical 2-3 month mark when most departures occur.
- 3 Increase employee engagement** through personalized learning experiences that address individual needs and help employees see their place in the broader organization.
- 4 Create a continuous learning culture** that supports professional development, moving beyond simple task training to true skills development.
- 5 Implement an efficient, scalable solution** that could operate with a lean L&D team and limited budget, recognizing that resources would always be constrained in their industry.

Solution: The Progressive Learning Model

After careful consideration, LaborMax implemented its own learning platform called LaborMax University (LMXU) using Litmos as the underlying technology in April 2018. They initially launched with a modest \$25,000 budget and a one-person L&D team. What began as a tool for standardizing onboarding evolved into LaborMax's comprehensive Progressive Learning Model, an innovative approach they developed to support employees through their entire journey with the company.

“We wanted to maintain contact and connection with our new hires throughout their first year of employment. It really takes at least six months before you really feel like you have a grasp of what you're doing on a regular basis.”

Jessica Crouse

Learning & Development Specialist
LaborMax Staffing

The Progressive Learning Model consists of five distinct phases:

1

Month 1: New Hire Learning Path

New employees begin with a structured onboarding program totaling about 5.5 hours of training, broken into digestible “chapters” using a storytelling technique called “Your Story Begins.” This approach frames learning as a journey where the employee is “the hero” rather than just another training requirement.

The content covers company systems, introductory sales skills, and critical operational processes such as dispatching workers, payroll processing, and client billing. While comprehensive, the training is designed to complement hands-on experience with local teams.

2

Months 2-3: Learning Meetings

At this critical retention point, LaborMax shifted from standardized courses to individual learning meetings with the L&D specialist. This personalized approach allows Crouse to identify knowledge gaps and assign targeted training based on each employee's specific needs and background.

“Instead of just focusing on the new hire learning path, we wanted to be able to kind of maintain contact and connection with our new hires throughout their first year of employment.”

Jessica Crouse

Learning & Development Specialist
LaborMax Staffing

3

Months 3+: “Optimize Your Operations” Video Podcasts

To make ongoing learning more engaging, LaborMax created an innovative video podcast series featuring internal subject matter experts. This casual format presents the same information that might be covered in formal training but in a more conversational, accessible way.

The podcasts help employees see the “big picture” and understand how different roles and branches connect to achieve common goals. Each episode includes relatable metaphors to explain complex concepts, making them more memorable and applicable.

4

Month 6: Leadership Initiative

Available to all employees regardless of title or position, the Leadership Initiative focuses on developing skills like positivity, consistency, and goal setting. Created in response to employee feedback from the company's “Momentum” survey, this program helps employees develop professionally while demonstrating that leadership skills are valuable in all roles.

5

Month 12+: Continuous Learning

The final phase emphasizes that learning is an ongoing journey that continues throughout an employee's tenure. LaborMax offers group and one-on-one training based on evolving needs, maintaining a culture of continuous improvement.

Powering the Progressive Learning Model

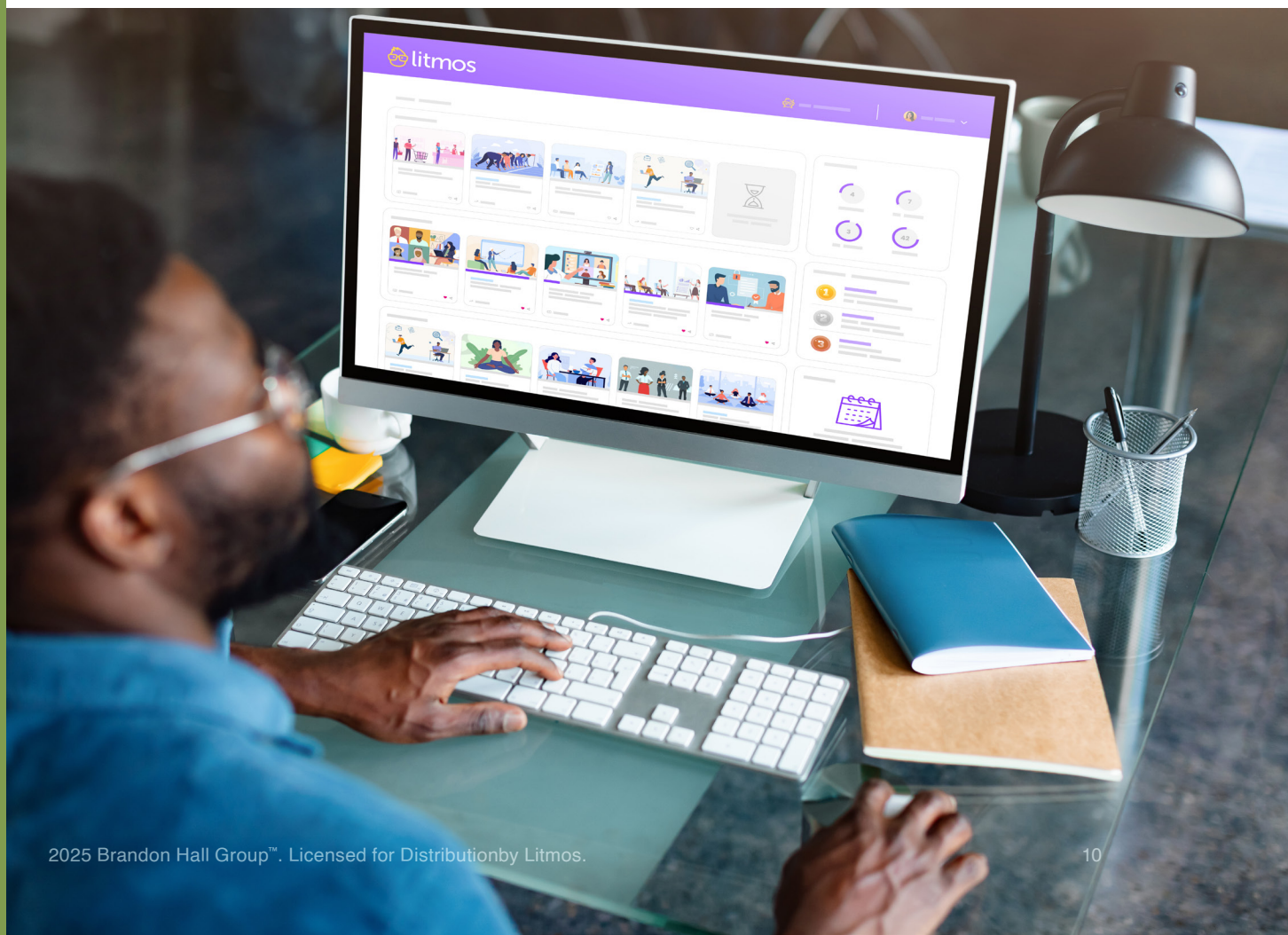
LaborMAX Staffing needed a capable platform to power their Progressive Learning Model. The Litmos LMS enabled one learning specialist to manage training for hundreds of employees across multiple locations. The platform offered four key features that maximized impact with minimal overhead:

- 1 Automated assignment rules:** 118 automated rules push learners to the right content and teams based on their role, location, and other parameters, reducing administrative workload.
- 2 Topics and subtopics organization:** With over 1,000 active courses (reduced from 3,000 through content auditing), LaborMax uses topics and subtopics to help employees quickly find relevant content.
- 3 Content tagging:** Custom tags make content even more discoverable for users seeking specific information.
- 4 Litmos pre-built content:** LaborMax relies on Litmos for compliance courses like anti-discrimination and sexual harassment prevention, allowing their small team to focus on creating company-specific content.

Litmos' intuitive design freed LaborMAX to focus on strategy instead of technical hurdles. The platform handled routine tasks, organized content effectively, and provided essential compliance courses. This foundation helped LaborMAX achieve impressive results despite limited resources.

"Litmos was designed for organizations like LaborMAX that need to rapidly scale learning across distributed teams without complex IT infrastructure. We're proud to see how they've leveraged our platform's automation and content management capabilities to create such an effective learning program with minimal resources. Their success exemplifies our mission to make training both accessible and impactful across the enterprise."

Dr. Jill Stefaniak
Chief Learning Officer
Litmos



Results and Benefits

Improved Retention and Engagement

Since LaborMax implemented the Progressive Learning Model, the percentage of new hires lost within their first year dropped from 70% in 2023 to 58% in 2024. One previously troubled location that had lost 35 employees in a single year reduced that number to 17 employees the following year.

Improved Retention and Engagement

- ✧ 35 courses completed per employee on average
- ✧ 87% completion rate for onboarding training within the first four weeks
- ✧ 39% of courses taken are chosen voluntarily for professional development

Significant Cost Savings

- ✧ \$233,000 saved in 2024 through efficient onboarding practices (up from \$192,000 in 2022)
- ✧ Over \$17 million in cyber security risk mitigated annually through specialized training
- ✧ Reduced need for an HRIS system by utilizing Litmos' robust reporting features

Streamlined Operations

The L&D team, consisting of just one specialist, has created an impressive learning ecosystem:

- ✧ Over \$17 million in cyber security risk mitigated annually through specialized training
- ✧ 27,226 course completions in 2023
- ✧ 131 in-house courses and 155 learning assets created in 2023
- ✧ 772 total learners supported
- ✧ Onboarded 160 employees (85% of whom were new hires)
- ✧ 71% of new employees onboarded in less than 4 weeks
- ✧ Reduced equivalent of 80 days of training time compared to the previous year

Cultural Transformation

Beyond the numbers, LaborMax has experienced a significant cultural shift:

“There’s a previous reputation of, ‘Corporate, they’re always telling us what to do.’ We wanted to bring them in a little bit more, get them to realize we are here to help them. We’re here to provide support.”

Jessica Crouse

Learning & Development Specialist
LaborMax Staffing

By building relationships through ongoing support rather than just initial training, the L&D team has established greater trust with branch employees. Managers now see learning as an investment rather than a cost, and employees have a clearer understanding of how their roles connect to broader company goals.

Award-Winning Results

LaborMax’s approach to learning has earned them significant industry recognition. Their learning initiatives have been honored with multiple awards, including being named “Best Employee Training” for the third time in 2023, and receiving Brandon Hall Group™ Excellence Awards, most recently earning a Bronze award for Best Results of a Learning Program.

These accolades validate the effectiveness of their Progressive Learning Model and are particularly impressive considering they invest less than 0.001% of revenue on training.

Future Plans

As LaborMax continues to evolve its learning strategy, they plan to:

- 1 Increase course completion by an additional 10% in the coming year
- 2 Further enhance their new hire onboarding to continue improving retention
- 3 Provide more targeted training resources for their National Accounts team to help generate additional revenue
- 4 Continue refining their Progressive Learning Model based on employee feedback and changing business needs



Key Takeaways

LaborMax's success offers valuable lessons for organizations facing similar challenges:

Prioritize flexibility: Don't be afraid to change approaches when data indicates a need. LaborMax shifted from standardized learning paths to individual meetings at the critical 2-3 month mark when they identified that retention was most at risk.

Mix learning formats: Using various formats—from traditional courses to video podcasts to one-on-one meetings—keeps learning fresh and addresses different learning preferences.

Focus on relationships: Building trust and establishing ongoing communication beyond initial onboarding creates a stronger connection between employees and the organization.

Use data to drive decisions: Regular tracking of completion rates, retention statistics, and employee feedback allows for continuous improvement of learning initiatives.

Involve stakeholders: Communicating with branch managers and organizational leadership ensures that training addresses actual business needs and has the necessary buy-in.

For organizations looking to transform their approach to employee development, LaborMax's Progressive Learning Model demonstrates how a company — developed framework, implemented with the right technology solution, can be adapted to various industries and operational structures—yielding significant improvements in retention, engagement, and business outcomes.

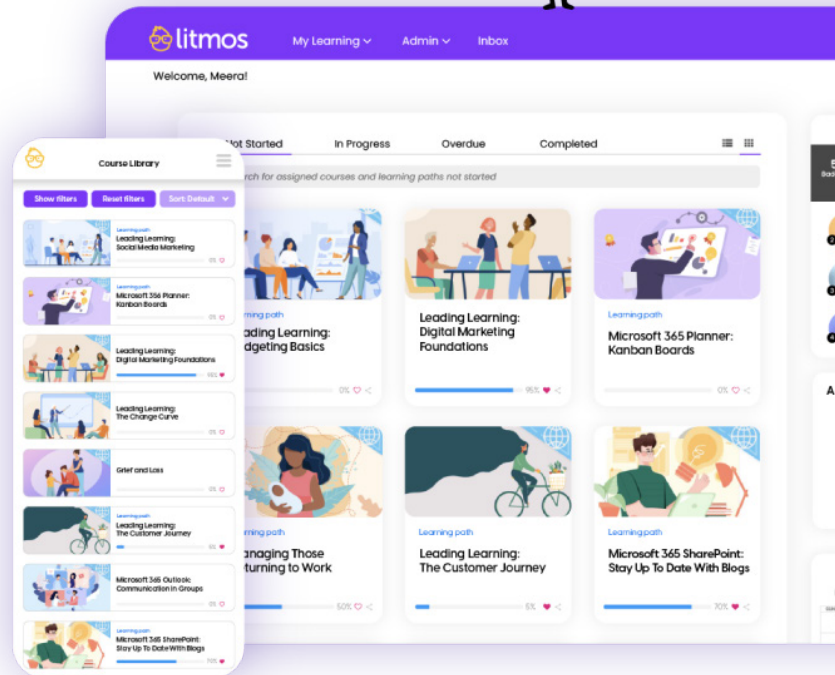
To learn more about how similar results can be delivered for your organization, contact www.litmos.com/contact-us.

About Litmos

Litmos develops learning solutions for top-performing companies. An established leader since 2007, Litmos offers the world's easiest-to-use LMS, comprehensive content libraries, integrations with top workflow tools, and services to support success. Thousands of companies trust the solutions to create, curate, and connect learning content to employees, customers, and partners.



Learn more: www.litmos.com



About Brandon Hall Group

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