CASE STUDY • PARTNER STORY

The Key to the Corporate Door

How Veronica Chase brought Human Design insight into a global company.

The first PathKEY corporate workshop led by a partner



About Veronica

Veronica Chase is Alignment Key's Strategic Partner for the United States and Global Lead Facilitator, and a BG5 Instructor. She brings three decades of experience in learning and organisational effectiveness: most recently as Head of Enterprise Learning & Development at a major arts and cultural institution, and before that as Senior Director of Performance & Organizational Effectiveness at a Fortune Global 500 services company, where she led performance management for more than 16,000 managers. Today she advises organisations through Veronica B. Chase Co.

BG5 Instructor | **PathKEY Level 1 Trainer** | **CPTD, ATD** | **Prosci Change Practitioner**

The challenge, in Veronica's words

> *"After three decades in corporate L&D and 7 years studying BG5, I knew what BG5 could do for people at work. But corporate settings are not automatically bought into Human Design. However, they are always looking for programs that support employee development, engagement, and retention. I needed a bridge and PathKEY is that bridge."*

What she did

An employee network group at a global renewable energy company, United States

1. **Individual PathKEY reports** combining BG5 with research-based career-interest and personality insights
2. **"Step Into Your Potential"**, a two-hour online workshop
3. **Guided reflection** on strengths, working styles and how team members differ
4. **A short survey** before and after the session

What participants said

26
participants

2 h
online experience

+21%
strength awareness

+29%
awareness of potential friction

Every participant who answered the post-session survey said the report gave meaningful, relevant insights and the workshop turned them into practical understanding.

"This session was helpful in connecting dots on where I might want to take my career next."
Workshop participant

Pre n=26, post n=8, anonymous responses. Directional cohort comparison, not matched individual change.

How BG5 showed up in the room

> *"The BG5 insights are built into every participant's report and every exercise. We just didn't lead with the label. We talked about energy signatures and working styles in everyday workplace language, and people connected with it right away without needing any Human Design background."*

STEP 1 PathKEY Level 1 Certification → **STEP 2** Ready-made workshop formats and HR material → **STEP 3** Your first organisational workshop

Curious how this could work in your practice? **Book a call • alignmentkey.com**

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