



Strategy made personal

P R E S S R E L E A S E

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BTS Wins Silver in the 2017 Asia-Pacific Stevie® Awards for Pulse, a Digital Technology Platform that Transforms Every Conference Participant into an Active Contributor

STOCKHOLM, SWEDEN and SINGAPORE - BTS GROUP AB (publ), a world leading strategy implementation firm, has won Silver in the esteemed [Asia-Pacific Stevie® Awards](#) category of "Innovative Use of Technology in Human Resources" for the digital platform Pulse.

Pulse allows all participants at an event or conference to contribute actively, facilitating knowledge, idea sharing and action planning in real time. Through this approach, large meetings become transformational, not just informational.

"We are honored to have won this award and be recognized for our [digital platform](#) in such a technology-savvy market", says Patrick Fei, Managing Director, BTS Asia. "Having used it across industries, we have seen how it really makes a difference in improving meeting effectiveness and changing mindsets. And it does not end at the event - since Pulse allows people to get engaged and take part in creating their organization's new approach, they are much more eager to change their behaviors and way of working."

The Pulse platform also enables the simulations, apps, and tools that make up the BTS digital ecosystem. These are customized to each organization's needs and span strategy alignment, leadership development, sales transformation, and innovation.

This award marks the third that [BTS has won](#) so far in 2017.

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About BTS Group AB

BTS is a global professional services firm headquartered in Stockholm, Sweden, with some 500 professionals in 35 offices located on six continents. We focus on the people side of strategy, working with leaders at all levels to help them make better decisions, convert those decisions to actions and deliver results. At our core, we believe people learn best by doing. For 30 years, we've been designing fun, powerful experiences that have a profound and lasting impact on people and their careers. We inspire new ways of thinking, build critical capabilities and unleash business success. It's strategy made personal.

We serve a wide range of client needs, including:

- Assessment centers for talent selection and development
- Strategy alignment and execution
- Business acumen, leadership and sales training programs
- On-the-job business simulations and application tools.

We partner with nearly 450 organizations, including over 30 of the world's 100 largest global corporations. Our major clients are some of the most respected names in business: AT&T, Chevron, Coca-Cola, Ericsson, Google, GSK, HP, HSBC, Salesforce.com and Unilever.



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BTS is a public company listed on the Nasdaq Stockholm and trades under the symbol BTS B.

For more information, please visit www.bts.com

About the Stevie® Awards

Stevie Awards are conferred in seven programs: the Asia-Pacific Stevie Awards, the German Stevie Awards, The American Business Awards, The International Business Awards, the Stevie Awards for Women in Business, the Stevie Awards for Great Employers, and the Stevie Awards for Sales & Customer Service. Stevie Awards competitions receive more than 10,000 entries each year from organizations in more than 60 nations. Honoring organizations of all types and sizes and the people behind them, the Stevies recognize outstanding performances in the workplace worldwide. Learn more about the Stevie Awards at <http://www.StevieAwards.com>.

Sponsors and partners of the 2017 Asia-Pacific Stevie Awards include PR Newswire Asia and the Korea Business Communicators Association.