

CASE STUDY



# Beyond PTSD: Making Posttraumatic Growth Accessible Through Digital Learning



**“Their expertise and guidance proved invaluable, and — added bonus — they were a pleasure to work with!”**

*Ian Jaffe*

*Director of Technology at Boulder Crest*

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At a glance...



Who are they?

Boulder Crest Foundation (BCF) is a non-profit organisation committed to training veterans, military personnel, and first responders to thrive after trauma through the science of Posttraumatic Growth (PTG). Through their evidence-based programs, Boulder Crest not only helps individuals and families but also collaborates with agencies and Licensed Mental Health Clinicians to integrate PTG principles into their organisations and practices.



Who are their learners?

BCF serves **three primary groups of learners:**

Those Who Have Experienced Trauma:

Military personnel, veterans, and first responders who have experienced trauma and who seek education and training to transform their struggles into strength.

Those Who Face Trauma in Their Work:

Part of BCF's effort is to prepare those on the front lines of society to successfully metabolise the stress and trauma they will face in their jobs. As such, they work with First Responder agencies to teach their PTG-based program at the academy level and as part of an agency's wellness programs.

Licensed Mental Health Clinicians:

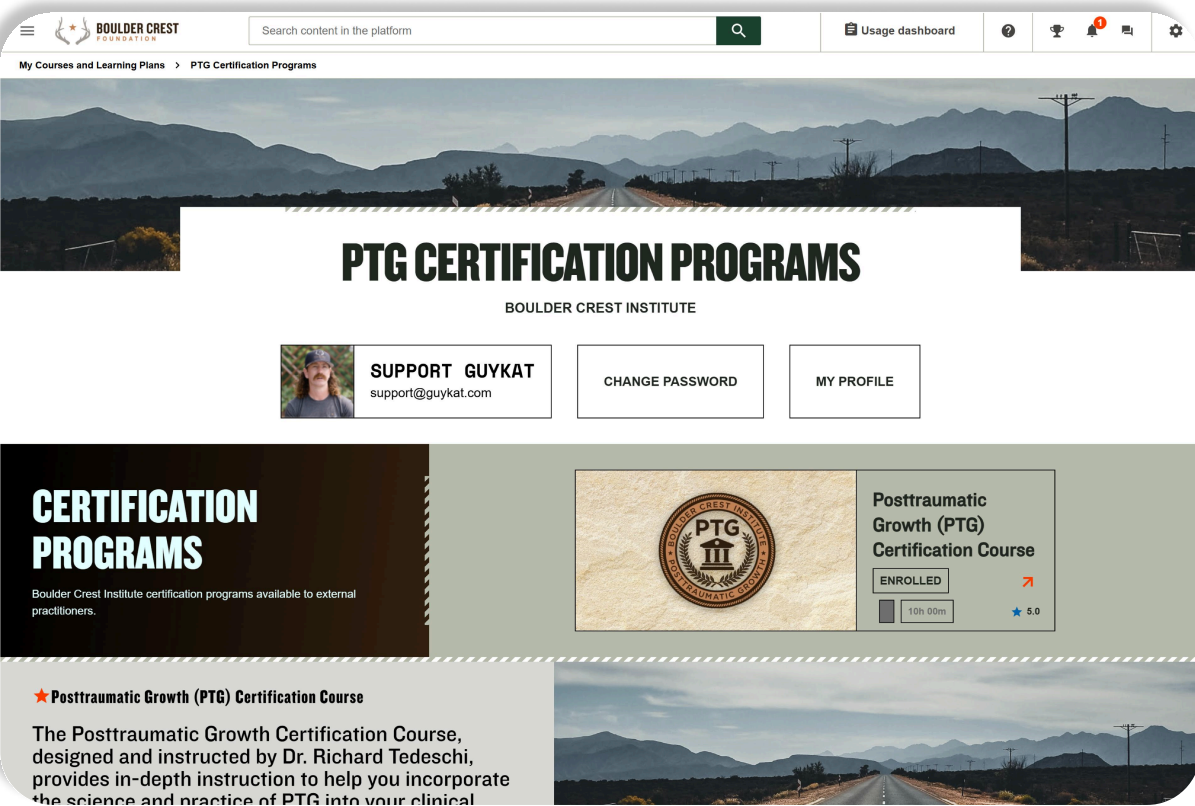
Professionals who engage in therapy with clients and are looking to incorporate Posttraumatic Growth into their therapeutic approach to better support their clients.



What products and services do they offer?

BCF is the global leader in the development, delivery, study, and scale of PTG-based programs. Their offering includes in-person programs (Warrior PATHH and Struggle Well), published books (Struggle Well, Transformed by Trauma, Lead Well, etc), an eLearning course for general audiences (PTG in Practice), and a PTG Certification course for Licensed Mental Health Clinicians.

Program participants are supported by an App that provides community, education, and content that reinforces the concepts learned in the program. The BCF website serves as the first-ever PTG information hub, and includes comprehensive resources for researchers, mental health professionals, leaders, peers, and those seeking to integrate the practices and principles of PTG into their lives.



Background

BCF has helped **over 130,000** people lead fulfilling lives after trauma. Recognising the potential of eLearning to expand the reach of Posttraumatic Growth, BCF sought to create **accessible online training** for trauma survivors and licensed mental health clinicians.

In early January 2024, BCF made the strategic decision to use Docebo as its Learning Management platform.



BCF knew the custom reporting and eCommerce functionality would allow them to track learner engagement, measure return on investment, and ensure seamless course accessibility.



BCF also sought a partnership with GuyKat to provide expert Docebo guidance and to develop two eLearning courses.

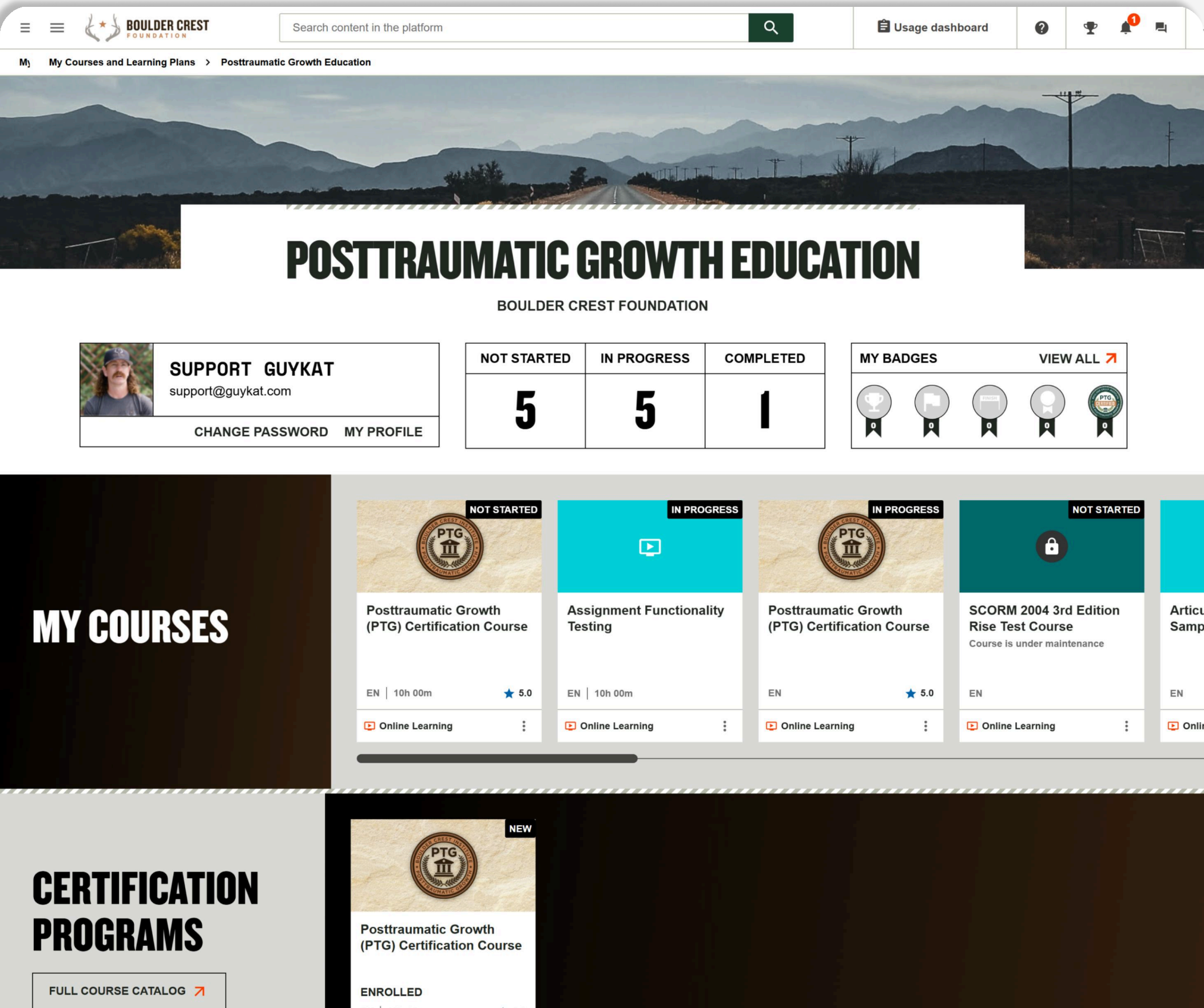
This collaboration aimed to provide scalable, accessible, and high-quality training that could reach a global audience.

What was the learning challenge?

From the beginning of this journey, BCF knew that a multi-faceted platform populated with a suite of eLearning courses would provide a new channel of access to those suffering in the aftermath of trauma. Prior to launch, the PTG programs were only available through in-person sessions, which limited the reach of the programs.

BCF identified three clear goals:

- 1 Create a **comprehensive eLearning solution** that is engaging, user-friendly, and capable of supporting its mission on a larger scale, available for purchase through Docebo's eCommerce app.
- 2 Offer an **advanced training curriculum and certification program** so that Licensed Mental Health Clinicians can incorporate PTG into their practice.
- 3 Implement an **accessible and personalised platform** that delivers a seamless, user-friendly experience, tailored to BCF's diverse audiences.

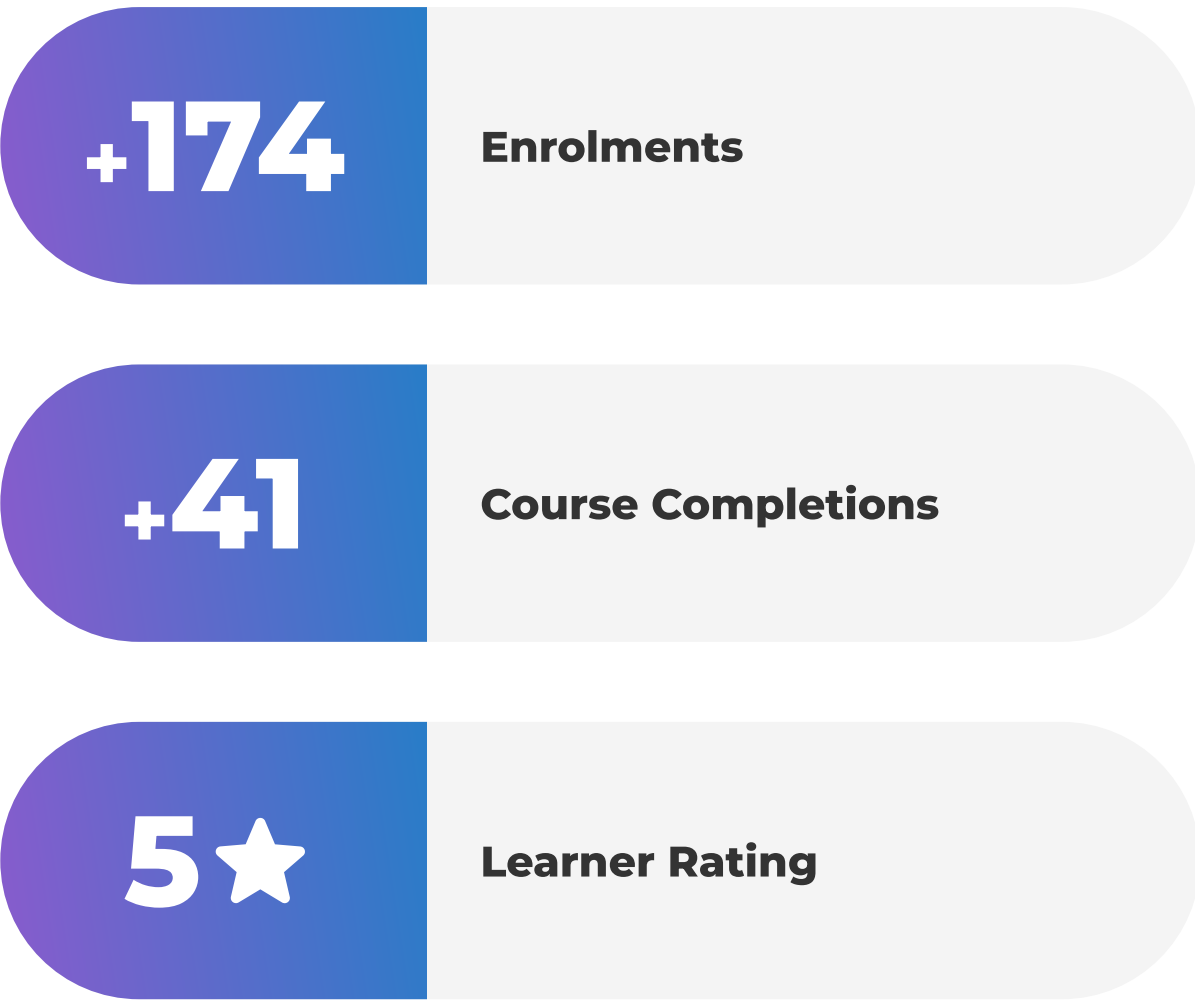




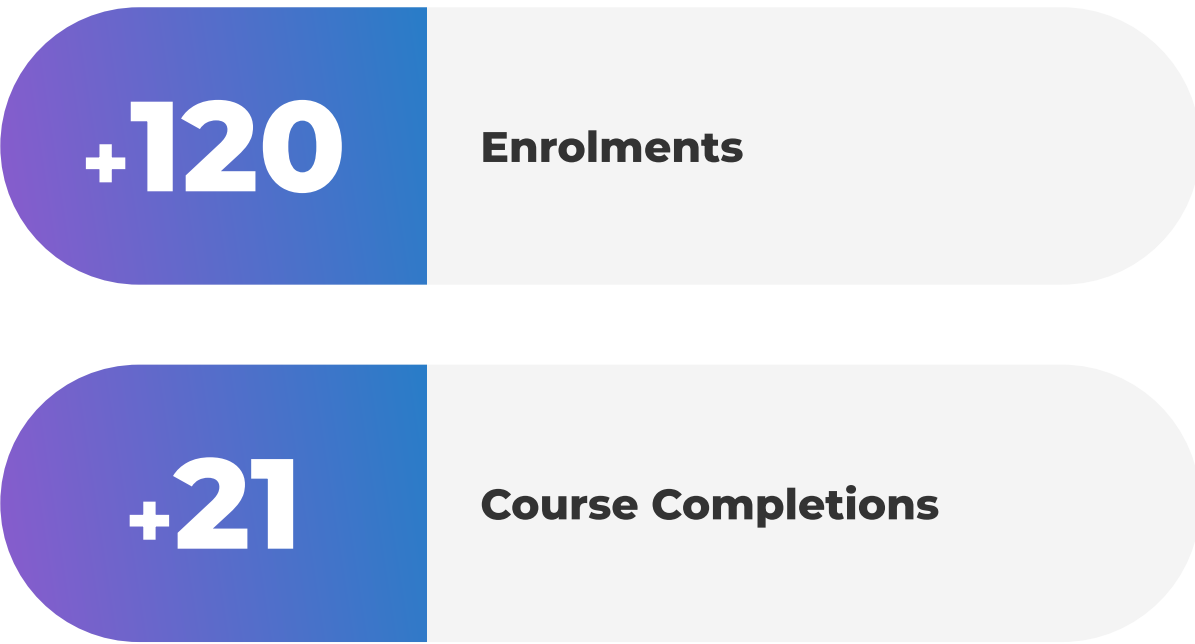
# What was the impact?

The impact of BCF's eLearning initiative has been significant.

Within the first few months of release, the Posttraumatic Growth in Practice (PTGIP) course has seen:



Equally, in the first 3 months after launch, their Posttraumatic Growth Certification (PTGC) course has seen:



Ensuring learners are better equipped to steer clients towards hope and possibilities beyond PTSD symptom reduction.

“GuyKat was instrumental in helping us successfully navigate the complexities of launching a new LMS platform with a very tight timeline.”



**Ian Jaffe**  
Director of Technology at Boulder Crest



# What was the solution?

BCF and GuyKat's strategic partnership has led to a first-class eLearning experience that truly changes a person's life.

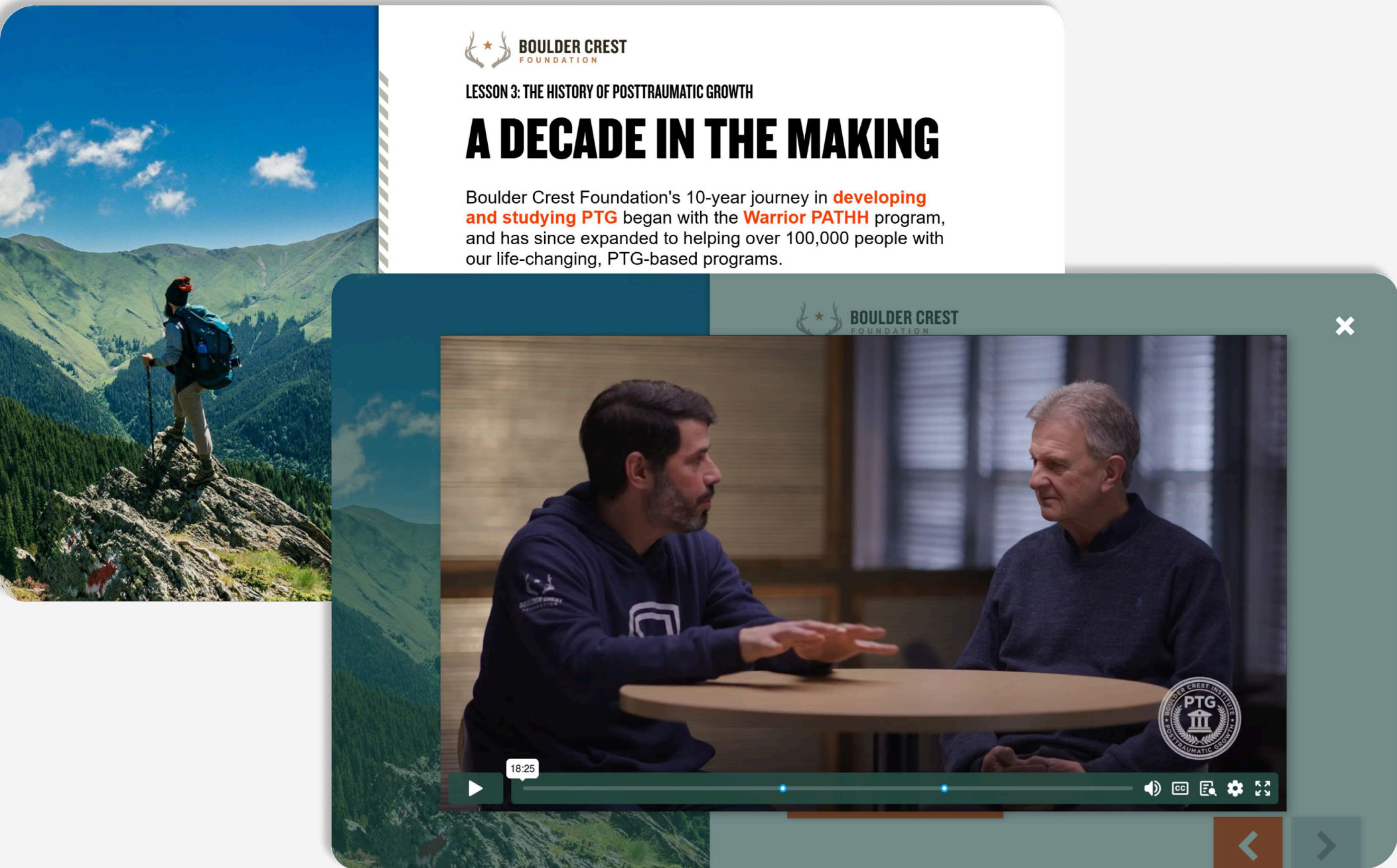
## Key elements of the solution included:

### Custom eLearning courses:

Two engaging eLearning courses featuring interactive video elements, downloadable PDF workbooks, reflection activities, quizzes, and access to the latest PTG research.

**Posttraumatic Growth in Practice (PTGIP):**  
Designed for individuals who are struggling in the aftermath of trauma, aimed at helping them experience Post-traumatic Growth.

**Posttraumatic Growth Certification (PTGC):**  
A certification program for licensed mental health clinicians who want to understand and apply principles of PTG in their practice.



### New Certification Process:

A new certification process with tailored enrolment fields that capture essential information about each learner's licensing and professional background, ensuring only qualified Licensed Mental Health Clinicians can register.

### A Professional PTG Community:

A professional PTG community by enabling certified clinicians to earn a LinkedIn badge, making it easy for them to connect, collaborate, and consult on PTG practices.

### A personalised learning experience for each audience, with two fully responsive homepages:

Once the learner has registered and enrolled in the program, they can easily find the resources and content relevant to their course. Made possible through a large, stylised catalog widget, a rotating carousel featuring additional resources, a library of supplementary learning materials, and personalised messages.

GuyKat continues to provide ongoing, end-user support to BCF learners, handling technical queries, allowing the BCF Learning Team to focus on what matters most: delivering impactful learning experiences and helping individuals heal in the aftermath of trauma.







**Solve all your learning needs  
with GuyKat & Docebo.**

**Want to know more?**

Get in touch with GuyKat. We'd love to talk.

