



CASE STUDY

How MindSpring Expanded Its Creative Bandwidth with IDLance

Overview

MindSpring, a leading learning and development agency, is known for creating experiences that turn knowledge into action! When their project pipeline surged across several clients in late 2024 and early 2025, they partnered with IDLance to extend their capacity.

Together, we brought in experienced project partners, including instructional designers and LMS specialists, to help MindSpring deliver high-quality work on schedule without adding to their permanent headcount.

The Challenge

MindSpring's internal learning design team is seasoned and strategic, but like many agencies, they sometimes need extra creative capacity to keep multiple projects on track.

They needed trusted collaborators who could jump in quickly, match their standards, and keep projects moving without missing a beat.

With a community of 1,700+ freelance learning pros, IDLance makes it easy to bring in the right expertise at the right moment. We plugged into their workflow as an extension of their team, keeping things smooth, fast, and high-quality.

The Collaboration

Drawing from our community of freelance learning pros, IDLance teamed up with MindSpring to bring in experienced project partners who played to their team's strengths.

These talented folks brought:

- **Academic and nonprofit experience**— including work on higher education curriculum and association-based learning programs.
- **Specialized subject matter expertise**— from healthcare and scientific writing to aerospace and technology.
- **Advanced learning design skills**— storyboarding, facilitator and participant guide development, and end-to-end curriculum design.
- **Technical administration skills**— including rapid support for LearnDash and Absorb LMS environments for MindSpring's client implementations.

With IDLance's deep network and streamlined partnership model, MindSpring was able to onboard project collaborators within days, under tight timelines, and continue delivering on multiple client fronts without disruption.

Rapid Response in Action

When MindSpring reached out, timing was everything. Their projects were already in motion, and they needed skilled learning pros who could jump in fast without slowing things down.

IDLance isn't a staffing firm. It's a community of people we know, trust, and collaborate with all the time. When projects pop up fast, we can reach out to experienced IDs, developers, LMS admins, and creative talent right away.

These are people we know, trust, and regularly collaborate with, so we know the right person (or people) for a project's needs!

Behind the scenes, our **Rapid Response process** looks something like this:

- We get a quick brief on the project scope, timeline, and ideal skill mix.
- Our internal team reaches out to vetted pros whose background and availability line up.
- We confirm fit and availability, make introductions, and help set everyone up for success.

Because we've built a relationship-driven network, we can move quickly and confidently.

The Results

- Seamless integration of IDLance partners into ongoing client projects.
- Fast response times—new project partners identified in as little as 24 hours.
- Positive feedback from MindSpring leadership and their clients.
- Continued referrals and repeat collaboration into 2025.

Looking Ahead

Our work with MindSpring is just one example of how we team up with other L&D agencies to keep great projects moving.

We know how hard it can be to juggle multiple clients, tight turnarounds, and big ideas, so we make it easy to plug in extra creative capacity when it counts! By combining strengths, we're helping more teams deliver great learning, faster.

How Can We Help You?

Book a call to explore how we can **slot into your workflow, support your vision, and help your clients win!** All without stepping on your toes. Or stealing your snacks.



Book a Consultation Call

