

CASE STUDY



How Charles IT Built a Culture of Continuous Improvement Through Training

SUMMARY

Charles IT, a Connecticut-based IT company, serves some of the most tightly regulated industries in the U.S. Their services span disaster recovery, cloud solutions, and compliance with standards such as HIPAA, CMMC, and DFARS. As their client base expanded, so did the need for a smart, scalable approach to upskilling their workforce.

They turned to CBT Nuggets for a solution that would fit their need for on-demand videos that staff could access and easily complete during their workday, with performance and tracking tools for training managers to monitor. By integrating their training into HR operations, the team was able to incorporate training into their everyday workflows. This shift allowed Charles IT to create a culture centered on growth, accountability, and technical excellence.

Charles IT

Industry
Managed Service Provider

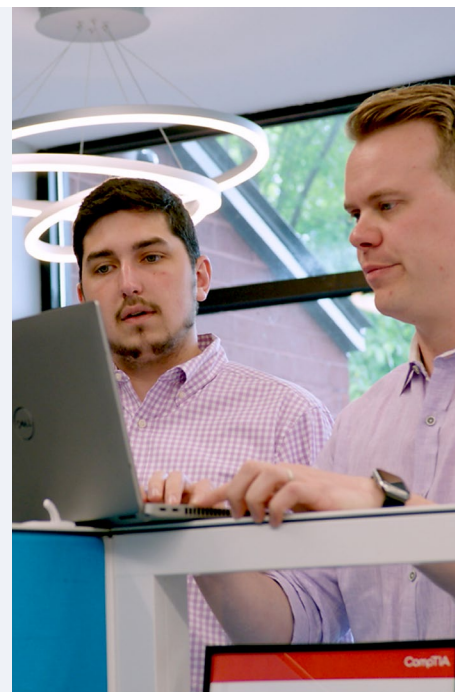
Location
Connecticut

Founded
2006

Business size
Medium

The results speak for themselves: Staff earned more than 40 certifications in just over a year after partnering with CBT Nuggets. This impact was felt beyond the credentials, with training managers reporting:

- **Stronger employee retention**
- **Better morale**
- **Higher-quality service delivery to clients.**



Choosing a Training Provider: Why CBT Nuggets

Charles IT wanted a training solution that fit into daily work and supported employee growth. CBT Nuggets gave them the tools to organize, deliver, and track that training effectively.

With the CBT Nuggets platform, Charles IT was able to:

- Create clear career progression pathways linked to certifications and training milestones
- Leverage CBT Nuggets' tracking tools to integrate training with HR performance metrics
- Build a culture centered on professional development and continuous improvement

Putting Culture First

For Founder and CEO Foster Charles, cultivating an empowering company culture is personal. "I am the type of person who gets out of bed and is excited to go to work every day. And so if I can't do that, something's wrong, and I have to fix it." This mindset has shaped the company's ethos.

"We want to make sure that every single one of us are passionate about our day-to-day and on some level create their own path – their personal, professional development path," emphasized Olga Maxwell from Human Relations. And this deliberate focus on growth served as a catalyst for attracting and retaining high-performing talent. Colin Hobbs, a Desktop Support Specialist, added, "Our company is very focused on employee retention and making sure we get the best people and then keep them."



In just over 12 months, Charles IT recorded:

- ✓ Over 40 industry-recognized certifications earned across the team
- ✓ Increased employee retention, morale, and overall job satisfaction
- ✓ Strengthened technical capabilities and improved client satisfaction

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Olga Maxwell

Human Relations, Charles IT



Foster Charles, Founder & CEO

A Transparent Training System That Delivers Results

Foster believes that training is at the heart of Charles IT's success. "Training for me is everything," he says, "So endless improvement is something that is just built-in to who we are."

Sal Marino, Finance & Operations Manager, shared how CBT Nuggets fits into their career development strategy: "We love using CBT Nuggets because it allows us to help our employees build a career path. We can tell them directly: 'Hey, this is the next certification you're going to go for. Once you get that, you're going to get a raise. If you have these three certifications, you get promoted to this level.'" The integration of CBT Nuggets into HR processes has made it easy to align professional development with career progression and compensation. This commitment to linking promotions to pay raises is much more than lip service. Charles IT has a streamlined and efficient system that immediately applies a raise to anyone who attains a certification. Even a former employee, in a candid Reddit thread critiquing aspects of the company, acknowledged the transparency and structure of the training process:

"We love using CBT Nuggets because it allows us to help our employees build a career path."

Sal Marino

Finance & Operations Manager, Charles IT

“When you get a new cert, which they pay for, you immediately get a raise,” said the former employee. “No [nonsense], no hounding HR to remember to make the adjustment to your pay. When you earn the cert, you get a raise. It’s awesome. And all of that info is easily available so you know which certs give you how much of a raise. I got more certs while employed there than I did at any other job before or since.”

Integrating CBT Nuggets with HR Processes

Incorporating CBT Nuggets into Charles IT’s HR processes has provided the team with clear and measurable pathways for career growth. Using CBT Nuggets’ tracking tools, the HR team can monitor employee progress and tie certifications directly to promotions and salary increases.

This new level of transparency has made it easier for employees to take ownership of their growth — and know exactly what they’re working toward. “Since we’ve implemented our official career progression plan [13 months ago], we’ve passed 40 certifications across the team,” says Marino.

Results: Stronger Teams, Happier Employees, Better Service

CBT Nuggets is part of the daily rhythm at Charles IT. Here’s how the team is using it to gain certifications and build momentum.

Matt Kurz, System Administrator: “I’ve used CBT Nuggets to get the MD-100. I watched some videos this morning for MD-101.”

Jinen Shah, System Administrator: “I passed my Server+ certification, got an AZ-104 certification, and the latest one I’ve earned is MD-100.”

Shaun Sullivan, System Administrator: “I just got my Network+, and I’m going for my Server+ right now. I’m also pursuing my AZ-104 and recently earned my ACSP.”

Chris Poudrette, Team Lead: “It is very fulfilling to come into work every day and know that you are making an impact on people’s businesses — which is their livelihood.”



Key outcomes

40+ certifications earned across the team in just over a year

Increased employee retention and workplace satisfaction

Enhanced client relationships through improved technical expertise and customer service

The flexibility of CBT Nuggets' "nugget-sized" lessons makes it easy for employees to fit training into their schedules when they have 10-15 minutes of downtime.

When you build a training system that works — and back it with a culture that values growth — you start to see the shift. For Charles IT, the impact is measurable.

Results That Work in the Long Run

For Charles IT, success is based on more than technology — it's about the people. Their founder sums it up best: "I believe I'm a steward for people when they join the organization, to grow them and provide them with professional and personal advice and growth. If I can keep somebody for life, fantastic. But my job is to grow them as much as I can over the years we spend enjoying working together."

Charles IT demonstrates how a learning-centric culture, reinforced by practical tools like CBT Nuggets, can drive long-term success — particularly in industries where technical expertise and regulatory compliance are non-negotiable.



Companies that invest in employee development report up to 24% higher profit margins and 218% higher income per employee.* Internal training pays off in retention, performance, and measurable business results — making it one of the smartest investments you can make.

*Source: Devlin Peck, Forbes

CBT Nuggets offers custom training solutions for teams of all sizes.

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