

Nine-Course Culture Transformation Wins "Best Award"



Abreon deployed a team of eLearning consultants to collaborate with client personnel to develop a series of nine online, self-administered courses.

A leading manufacturer of home appliances, with 68,000 employees globally and nearly \$21 billion in net sales, faced an eLearning challenge in support of a large transformation effort.

The Challenge

Two factors were key to our client: customer loyalty and innovation. Our client determined that it had to transform corporate culture to both promote innovation and encourage employees to put the customer at the center of everything they do. Client management hired Abreon to develop a new, interactive program that would help employees understand and enact the company's new strategy.

With the award-winning transformation project having been such a success, the client continues to rely upon Abreon as its trusted partner and valued resource for eLearning instructional design and delivery.

Our Solution

Abreon's plan for the new project entailed developing an innovative, global eLearning initiative that would translate deliverables into multiple languages and be distributed worldwide through the company's online Learning Management System (LMS).

Abreon deployed a team of eLearning consultants to collaborate with client personnel to develop a series of nine online, self-administered courses. Each of the nine courses were translated into 13 languages, including Mandarin, Brazilian Portuguese, Dutch, German, Slovak, Czech, Polish, Swedish, and others.

Abreon's first step was to build a core structure with development shells that could be customized for each of the nine courses, which were delivered in two phases. Phase one of the project included five "100-level" courses that served as a prerequisite for the subsequent courses. This first set included a 15-minute program overview titled, "The Heart of the Transformation," which established the tone for the eLearning initiative and outlined why the training and the client's new strategy were vital to the company's continued success. The other four 45-minute courses detailed core elements of the strategy and the key processes associated with it.

The second phase included four "200-level" courses, which applied concepts taught in the 100-level courses. These exercise-driven courses were designed to be thought-provoking, so employees would take proactive steps to apply innovation in their jobs and build customer loyalty.

In developing the nine courses, the Abreon team installed a mirror design of the client's Lotus LMS at Abreon's headquarters to facilitate testing. This helped reduce the testing workload of the client's IT personnel and ensured that courses worked properly prior to release.

Abreon coordinated the translation of the nine courses into the 13 designated languages for a total of 117 individual courses — all of which were tested and deployed via the client's LMS. During the process, Abreon managed all project teams to keep the entire project on schedule, within scope, and on budget.

The Results

After the client successfully rolled out the eLearning initiative to all employees worldwide, the company received the prestigious American Society for Training and Development "Best Award," which recognizes organizations that continually support organization-wide learning to improve business results. With the award-winning transformation project having been such a success, the client continues to rely upon Abreon as its trusted partner and valued resource for eLearning instructional design and delivery.

For more information regarding instructional design, eLearning and translation offered by Abreon, Inc., call us at 1.800.338.5185 .



More about Abreon

With over 30 years of experience implementing change for the Fortune 5000, Abreon transforms organizations by empowering their people to embrace the benefits of change. Our people-centric approach employs customized strategies that align, engage and educate people as they navigate change to produce measurable results. With more than 250 credentialed consultants, Abreon has the experience, talent and change agents to move your people forward.



Suite 500, Foster Plaza 10
680 Andersen Drive
Pittsburgh, PA 15220
www.abreon.com

© 2016 Abreon, Inc.
All rights reserved.