



# A leading consultancy firm begins its digital transformation journey through an animated training medium

## Need

Wanted to develop training videos to train their employees that operate on their client site.

## The Challenges

- Traditional PPT training methods
- Redundancy in content
- Lack of information retention
- Non-uniformity in training deliverance

**With EHS Induction videos & Lifesaving rules, Training their in-house employees as well as management level executives became digital - better!**

### About The Client

The client is one of the world's leading engineering professional services firms, with 37000 talented people, based in more than 500 offices, across 40 countries.

Our client is a Canadian company with American and British roots, providing management and consultancy services to the built and natural environment. Having presence in multiple countries and with extensive operations, they wanted to streamline their training initiatives in two folds.

- 1) They wanted to develop training videos to train their employees that operate on their client site.
- 2) Make training videos a part of their audit assessments' training aspects.

### Key Challenges

The client is a consultant company. And whilst they were leading in servicing their clients, they were still following the traditional methods of training, i.e. a PPT presentation taking hours to cover with a trainer to lead it and verbally explaining each slide.

Needless to say, this method had its own set of baggage – what with decreased attention from the trainees, in-consistency in reception of information, and more so, the boredom that comes with it, as there is a limit to what the human brain can comprehend and retain. Well, it all came down to: -

- 1) With redundant content, the sessions were becoming boring & trainees were getting negligent.
- 2) There was no uniformity in deliverance of the training.
- 3) Retention of information from the sessions could be higher than what was expected, however that couldn't be achieved.

### What we did

ASK-EHS was able to identify the pain points of the client upon a detailed study and understanding of their current training methods. The plan was simple – 3D animated videos were to be developed but in two different aspects & keeping in mind different target audiences.

## The Solutions

- Carefully studied the needs of the target audience
- Involved Script writers & SMEs right from the inception stage
- Developed videos in multiple languages - made training specific to the audience
- Developed topic specific videos for their clients

## The Benefits

- Training duration reduced to 45-60 minutes from 3 - 4 hours
- Having the videos in different languages made it easier for trainees to understand & better retain the information
- Complex processes were simply explained
- Significant increase in worker's caution & discretion

### 1) A training module for their internal & off-site employees.

The employees providing consultation on-site as well as the management level.

For the off-site employees, we initiated this by carefully understanding the audience response of the site employees and developed the script of the technical topics for each of the training.

We ensured that the training video spoke to them in a way that they could resonate with information shared as opposed to being just another training video giving out information on the what's & what not's!

How did we achieve this? We simply referred to their existing training PPTs, which was rich in content, and worked with the fundamentals given therein.

For the management level executives, with the help of the current policies and the extensive involvement of our SMEs, we developed a script that was going to be the narrative of the video. We covered the rudimentary as well as the advanced level technicalities that would speak in the calibre.

### 2) Topic specific training videos for their clients.

We also developed videos for their clients. As a part of their audit processes, our client would identify systematic gaps from the client's site and also provide them with their training requirements. We helped them fulfil this requirement by developing need specific customized training videos.

## Resulting benefits

The induction program was reduced to a mere 45 minutes to an hour from the prevalent 6 hours. This provided adequate time, resource, and cost benefits to the organization.

The video on Life saving rules were developed in languages specific to the native tongues. This had a great benefit of ensuring that the information was uniform whilst the message was successfully passed on.

Complex and critical tasks were seamlessly & comprehensively explained in a video format, which ensured better retention of information & higher recall value.

Since the consequences of not doing a task correctly was visually explained, it increased the level of caution & discretion in the employees ensuring that they adopt utmost vigilance in their tasks.

## End note

Our association with the client has nothing but increased over the past years. Having seen a great and positive impact of our videos on their EHS initiatives has helped us instil a continuous project association. In the light of this, we have also developed Posters and collaterals that have become a great part of their awareness campaigns and are being displayed at each of their premises. Looking at the successful strides that ASK-EHS has achieved in nailing the client's EHS initiatives, it is nothing but a strong foundation of an ever going association.