

# A globally renowned Shipping company chooses an Animated medium to Impart training to its workers onboard

## Need

The client wanted to recreate 3 of the multiple bunkering related incidents that had happened. They wanted to highlight the root causes that led to each of the 3 incidents as well as discuss the corrective as well as preventive measures to avoid the occurrence of these incidents in the future.

## The Challenges

- Multiple bunkering related incidents were taking a toll on the client's reputation
- Workers on board lacked proper training & hazard awareness
- Lack of a training medium that would precisely & clearly provide the message that would be effectively retained by the workers.

**Training their workers & supervisors onboard was conveniently made possible by a customized animated video module.**

## About The Client

Internationally renowned shipping company providing extensive maritime services. Right from fleet management, Managing Terminals to project management & consultancy - the client was doing it all.

The shipping company is widely recognized worldwide for their comprehensive maritime services. They offer a diverse range of services, from fleet management and terminal management to project management and consultancy. With a proven track record of success, the company is an industry leader in their field.

Their extensive experience and expertise allow them to deliver top-quality services that exceed the expectations of their clients. Whether it's managing large-scale projects or providing specialized consulting services, this shipping company has the capabilities and resources to ensure that their clients' needs are met efficiently and effectively.

## Key Challenges

It is not a wonder that the shipping industry consists of a multitude of hazards & when proper measures are not taken, can lead to incidents to occur - sometimes even fatal. Our client had a similar spell going on in their bunkering operations. Having had multiple incidents happening pertaining to the bunkering activity had taken a significant toll on the company's reputation amongst their clients.

In addition, the common root cause that was observed in most of these incidents were the lack of awareness & improper training to the workers, leading to the inadvertent incidents.

Owing to this, the client wanted to use the incidents as a learning tool to train their workers, highlight the root causes of the incidents, as well as discuss the preventive steps.

## Solution

In today's digital age, effective communication has become more important than ever. And with the abundance of information available, it's essential to present it in a way that is easily understandable and engaging.

## The Solutions

- An animated video deemed fit as a medium as it would effectively explain & showcase the incident & root causes could be clearly highlighted.
- Moreover, an audio-visual medium - as known- would ensure better retention of information.

## The Benefits

- Depiction of realistic scenarios will help with relatability
- Uniform information will be made possible
- Visual element will be captivate the worker's attention
- Can help investigators identify the underlying causes and contribute to the development of effective corrective and preventive actions (CAPAs)
- Will help raise awareness among workers about the importance of following precautionary measures to prevent workplace incidents
- Will facilitate comprehension & retention workers with different educational caliber

An animated recreation of incidents is a great medium for explaining complex concepts and showcasing incidents in a clear and concise manner. The use of visuals and audio together helps to capture the attention of the audience and ensures better retention of information.

By utilizing this medium, the client were able to effectively convey their message and highlight the root causes of incidents in a way that was easy to understand and retain the information optimally.

### How would this benefit?

Incorporating realistic scenarios into workplace training modules can have several benefits for both the employer and the workers.

Firstly, it can increase relatability and engagement as workers can relate the information being presented to real-life situations. It allows for uniform information to be presented to all workers, eliminating confusion and miscommunication. The use of visual elements such as video with audio elements can captivate the worker's attention and facilitate comprehension, particularly for workers with varying educational backgrounds.

Incident Recreations can be a valuable tool as they can help investigators identify the underlying causes and contribute to the development of effective corrective and preventive actions (CAPAs).

As a training tool, they will help raise awareness amongst workers about the importance of following precautionary measures to prevent workplace incidents. By illustrating the potential consequences of not adhering to safety protocols, workers are more likely to take the necessary precautions to prevent incidents from occurring.

This approach can ultimately improve comprehension and retention of the information being presented, leading to a safer and more productive work environment. Overall, the realistic scenarios and visual elements as per the actual site can significantly enhance the effectiveness of workplace training, benefiting both the workers and the organization as a whole.

### Moving Forward...

The introduction of these recreated incident videos as part of their training program will mark as an advancement of their training methodology. Moreover, with significant awareness initiative, these animated videos will help build the client's tainted reputation.

This successful collaboration is set to continue, with plans in place to customize other Induction videos for their international unit.

Undoubtedly, this partnership will enable our client to maintain their upward trajectory in digitizing their training initiatives, with the continuous support of ASK-EHS' solutions.