

## SUCCESS STORY: High-Technology Provider

# The Client

The client is a Fortune 500 company headquartered in the San Francisco Bay Area. They specialize in connecting the world's largest companies to their customers, employees, and partners inside their highly advanced data centers. With locations over 45 markets across the world, many companies rely on their IT and cloud strategies.



# Need / Challenge

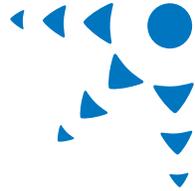
They wanted to develop an entirely new set of HR training modules, to engage employees and to support a planned increase in the frequency of performance reviews. These training modules would focus on goals and performance reviews, and would be individually tailored to the two audiences of employees and managers.

For the first two modules in the new set, the company wanted a Behavior Module and a Talent Assessment Module. They had already developed a draft script, but they wanted to modernize this material – currently a PowerPoint presentation – and create more of an interactive animated video.

The company sought a consultant who could transform the existing content into a highly creative, highly interactive and engaging learning module that could easily be downloaded and completed by users via desktops and mobile devices. The goal was to develop an advanced (Level 3) eLearning course.



# Need / Challenge



The company had four requirements:

1. The training had to balance compelling visuals with interactivity to promote learning absorption by the user. Case scenarios needed to be included as problem-solving exercises. The user had to be allowed to perform click-throughs throughout the content, promoting interactivity.
2. The visual content, while being creative and compelling, had to adhere to existing brand standards.
3. At the same time it balanced video, interactivity, and problem solving, the training also had to enhance an existing video that had set the baseline for the training program and was already very successful.
4. The resulting video had to be able to be replicated for a global audience. Translations were already being planned. All visuals had to be globally relevant.

The company would host the new training modules on their custom Learning Management System (LMS). With this plan in motion, the firm's Global Talent Manager set out to find a consultant who could do the job, and approached Clarity Consultants. Clarity had the perfect consultant for the project, who was approved by the client and began immediately.



# Solution: What Clarity Did

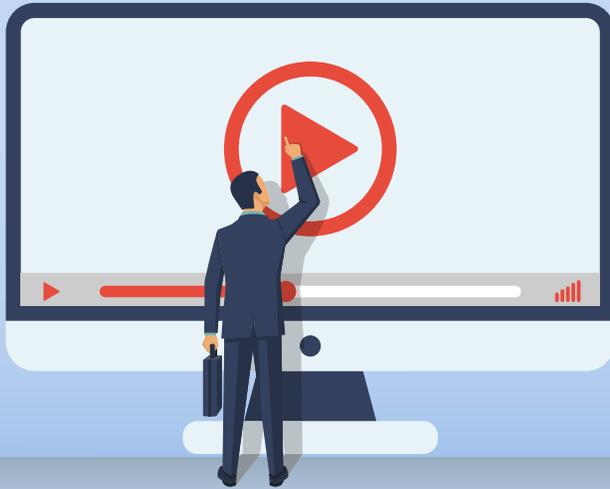
Clarity had the perfect consultant for the project, who was approved by the client and began immediately. The client had decided to localize the project into four languages: English, Brazilian Portuguese, French, and German.

The consultant proceeded to develop two highly interactive, animated, and engaging learning modules for the client, in English first. He leveraged his skills with advanced, cutting-edge learning development software, providing interactive animated video that engaged the user in an immersive learning environment and experience. He also became familiar with, and used to great advantage for the project, the client's custom, internally developed LMS.

The client supplied the audio for the Brazilian Portuguese versions of the training modules. For the English versions, the Clarity consultant recorded the audio himself, and for the French and German versions, he hired and managed French and German voice actors to record the audio, respectively.

# Results: **The Outcomes**

The client was thrilled with the outcome – so much so that they requested that the consultant develop four more videos. The Clarity consultant ended up delivering nearly two hours of training videos with animations and audio. The project lasted six months. The client achieved its goal at a significant cost savings, relative to industry averages. This was a win-win for all.



## Breakouts: **Client Feedback**

Client feedback included “He was absolutely fantastic!” and “He is outstanding!”



ABOUT



**clarity**  
CONSULTANTS

Clarity has over a quarter century of expertise in placing elite learning and development professionals in high-demand positions in large, global organizations.

There is a reason why over eighty percent of Fortune 500 firms rely on Clarity to staff their projects. Our background, skilled consultants, and broad range of experience across industries and sectors help set us apart from the competition.

[CONTACT CLARITY CONSULTANTS](#)

