



Learning for people, by people

# Learning for people, by people



Getting it right first time



What good learning content looks like



Moving from good to great



# Meeting expectations



## It's all about the approach

- > Consultative role
- > Strategic advice
- > Team work



## Long lasting working relationships

- > Understanding their culture
- > Creativity, collaboration and communication
- > Mutual trust and respect



## Delivering fit for purpose solutions

- > On time
- > On spec
- > On budget



# Case study (global reach) – Hilton



## The brief

- > New property management system to be introduced
- > All staff across the globe to be trained
- > Six month deployment window

## Our solution

- > 55 hours of e-learning
- > Translation into 10 languages
- > Audio
- > Maintenance environment

## Facts and figures

- > Savings of over 50%
- > 47,389 modules completed (YTD 31/10/07)
- > Over 5,500 learners completed the Basic Skills Module (YTD 31/10/07)
- > 19 out of 22 modules have an average score of 95%+ (the other three are getting 91%, 93% and 93%)
- > 85% thought the Assess Me was effective (sample size 6,553)
- > 90% thought the language was clear (sample size 6,553)
- > 81% thought interest was maintained (sample size 6,553)



# e-Learning for beginners



## Do you remember your first time?

- > Memorable for the right reasons
- > Setting and meeting high expectations



## A growing trend

- > Increase in e-enabled solutions
- > Incorporating e-learning with classroom training



## Challenging preconceptions

- > Turn scepticism into support
- > 'e-Learning' not 'e-telling'
- > Infectious enthusiasm



What does 'good' look like



# What 'good' looks like



## Engaging

- > Collaboration and discussion
- > Opportunity to practise
- > Conversational tone
- > Eye contact



## Relevant

- > Recognisable and realistic scenarios
- > Familiar choices
- > Clear discussion of benefits and consequences



## Effective



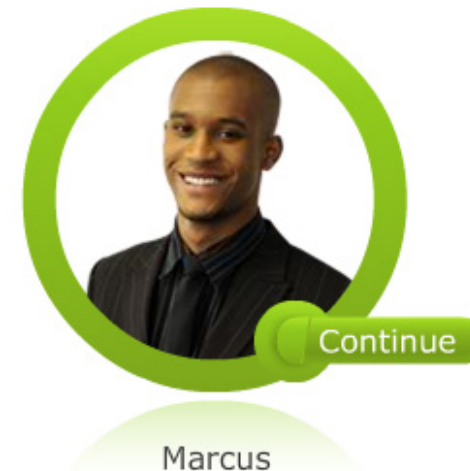
## Marcus the maverick

This is Marcus. He is a colleague of yours in the front office and you often socialise together so you know him quite well. He is a Client Relationship Manager and is thought to be very good at his job. However, Marcus is well known for his cavalier attitude to controls and procedures and is scornful of mandatory training.

He also seems to be living beyond his known means. He bought a very expensive house at the beginning of the year and has made no secret of the fact that it has put considerable strain on his finances. But he recently bought a Ferrari which, as far as you're aware, is out of his price range.

Marcus has a very close relationship with one of the Bank's highest profile clients. He regularly plays golf with him and often stays at his holiday home in Marbella. You are reviewing the documentation for this account and you notice that some of his KYC documents are missing. You ask him about it and he tells you that he can't very well ask someone on the Forbes Rich List for proof of address.

What do you do?







## What do you do?

What will you do about Marcus's behaviour? Choose one of the options below.

You know him well and you don't think that he is engaged any fraudulent activity; there is also no concrete evidence to show that he is involved in fraud so you decide not to report him

Monitor his behaviour to see if any evidence of fraudulent activity comes to light

**Report his behaviour as suspicious to your line manager and request anonymity**

You decide not to report him as he is a friend of yours and you don't want it to come between you

Continue



### FEEDBACK

Yes, that's right. Individual aspects of his behaviour may not necessarily indicate that fraud is taking place. However, taken as a whole, his actions are strongly indicative of suspicious behaviour and must be reported. Click Continue to look at how not reporting suspicious behaviour could affect you.

X close

audio

compliance

home

back

## What could have happened if...

If you know, suspect, or have reasonable grounds for knowing or suspecting that someone is engaged in fraudulent activity, then you are obliged to report it.

If in doubt, ask yourself "if something goes terribly wrong with this situation, will I be able to show that I did everything properly?"


All reports will be treated in confidence and every effort will be made to keep reports anonymous. However, if criminal charges are brought or disciplinary action is taken, it may be difficult or impossible for the person who made the report to remain anonymous.

Roll your mouse over the first box on the right to see what happened after you reported Marcus's behaviour as suspicious. Then, compare that with what could have happened if you hadn't reported him by rolling your mouse over the other box.

You reported Marcus's behaviour as suspicious

You didn't report Marcus's behaviour as suspicious

Continue



Someone else reported Marcus and implicated you as well. An investigation was launched and you had to explain why you hadn't reported his behaviour when there was overwhelming evidence in support of reasonable grounds for suspicion. As you were not able to prove that you didn't have reasonable grounds for suspicion, you were disciplined for failing to report your suspicions.

X close

audio

compliance

home

back

## Tanya's received a customer query

So we've just seen what the fifth principle is and why it exists. Now let's get back to Tanya – she's calling Alexis over. Click Play to see why.

Show transcript



## Do you agree?

It can be difficult to know what to do in these situations. Has Alexis given Tanya the right advice? Select one option on the right and then click Confirm answer.

### FEEDBACK

That's not right. The customer is entitled to request access to all her own records – including all notes on the file. That's why it's always important to think before you make a note on a customer file – be professional. However, if a customer is asking for information about another individual, this must not be disclosed.



Yes – the customer has requested information relating to a dispute over billing with another customer and these irrelevant notes shouldn't be shown to her.



Maybe – if the notes relate to previous complaints made by the customer, they may be relevant if she pursues this dispute, so they need to be considered more closely.



No – if the customer has requested a copy of the information BT holds on her, that must include the notes.



## The rights of the individual

Alexis was right to be concerned about giving Mrs Watts another customer's details – this isn't something Tanya should authorise. However, our customers do have certain key rights as data subjects (in the UK, that's living individuals, including sole traders and partnerships, but not corporate customers).

The sixth data protection principle is *personal data must be processed in accordance with the rights of data subjects*, so it's important that we comply with those when we obtain, process or store information.

The most important of these rights fall into three categories. Click on the flipchart to find out what they are.

- Access rights
- Opposition rights
- Rectification rights



# What 'good' looks like



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## Relevant

- > Recognisable and realistic scenarios
- > Familiar choices
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## Effective

- > Improved performance – business results
- > Fair tests – challenge them, don't trick them
- > Test and tell, don't tell and test



# What 'great' looks like



## Put yourself in the storyboard

- > Keep the learner in mind
- > Draw on your own learning experiences
- > Peer reviews – a fresh pair of eyes



## Use technology to add value

- > Don't dilute your key messages
- > Rethink rather than recycle
- > Sometimes less can be more



<b>1</b> What it all means to BT Foyer Available	<b>2</b> Another way to look at things My office Available	<b>3</b> Keeping things up to date Canteen Available	<b>4</b> Spring cleaning and data subject rights Office floor In use	<b>5</b> Small mistakes with big effects Car park In use	<b>6</b> The bigger picture Conference room Available	<b>7</b> Your office Unavailable	<b>8</b> Been paying attention? Knowledge centre Available
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Map

To enter a unit, click in that area or on the unit name.  
We recommend you work through in order, starting with unit 1.

Close

Audio



## Omar and Gordon are taking a break

Click Play to hear what Omar and Gordon are discussing.

### Show transcript

**Omar:** ...so, I think you'd find it really useful to see the make up of our customer base for that new marketing activity – it'd definitely save you time and I bet it would make your life easier



# Rachel from ClickComms



Replay

Client's satisfaction level



### Client

Sure, that's fine - the programme sounds pretty straightforward, but then things always do at first don't they! Hmm, right, my client's requirements - let me just dig those up...Yes, got them. Okay, so let's hear a bit about what you can do.

### You

I know, sometimes it does feel like things just can't be as easy as they sound!

Our E-mail Solutions programme presents three broad options, each of which has its own distinct advantages. As you're directing people to sign up to the catalogue, this sounds like a short-term e-mail campaign where you'll be relationship building later.

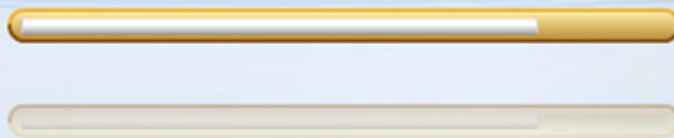


Response 1

Response 2

Response 3

Review



## How the Make Pursuit Quality Gate benefits you



Now that you know why the Make Pursuit Quality Gate is important, let's take a look at how passing through this Quality Gate successfully benefits you.

Click the play button on the video screen to view your colleagues speaking about the Win Business process. In particular they'll focus on how the Make Pursuit stage helps each of them identify and progress their sales opportunities.

[show transcript](#)

**Jared** – Well, I find that if I don't focus on this first stage and don't dedicate enough time to identifying the details of my opportunity's compelling event then I won't understand it fully. And that, of course, will affect my ability to convey the necessary information to Sales Management and to persuade them that my



# What 'great' looks like



## Put yourself in the storyboard

- > Keep the learner in mind
- > Draw on your own learning experiences
- > Peer reviews – a fresh pair of eyes



## Use technology to add value

- > Don't dilute your key messages
- > Rethink rather than recycle
- > Sometimes less can be more



## Don't pigeon hole yourself

- > Be more than one thing
- > Keep yourself on your toes
- > Don't let yourself be labelled



# Conclusion



Getting it right first time



What good learning content looks like



Moving from good to great



Thank you!

A large, thick, orange curved shape, resembling a stylized 'S' or a thick brushstroke, curves from the bottom left towards the top right. The background is a dark, muted grey. The text 'Thank you!' is positioned in the upper left quadrant in a white, sans-serif font.