

CASE STUDY

# LEARNING IMPROVES WORKFORCE PERFORMANCE

## TRAINING ROLLOUT TO ACHIEVE CRITICAL BUSINESS & LEARNING GOALS

We live in a fast-paced business environment in which the speed of change seems to increase every year! To stay competitive, companies must frequently rollout enterprise initiatives to large, widely dispersed populations. The introduction of a learning system requires a well-planned and well-executed rollout that includes the training of employees to achieve desired business goals.



**Raytheon**

# TRAINING ROLLOUT TO ACHIEVE CRITICAL BUSINESS & LEARNING GOALS

## SITUATION

A well-known, international automotive manufacturer needed a brand refresh as well as an analysis of its training and learning academy. The client turned to its trusted learning partner Raytheon Professional Services (RPS) to analyze the performance of its current learning organization and partner to develop and launch a new brand. A research study was conducted and key stakeholders and retail networks across Europe were asked for feedback on the existing Learning Management System (LMS). Surveys and in-depth interviews were conducted with senior and national market management, national training managers and coordinators, as well as dealership staff at all levels, providing a 360 degree view of the system.

## CHALLENGE

The research confirmed the need for change. It became clear that the organization was performing well; however, like any other learning environment, over time it had become stagnant. Stakeholders and learners did not perceive the company as contemporary and found the communications failed to inspire involvement. Additionally, the learning organization lacked a personal connection in terms of professional or personal benefits to be gained.

Following the publication of these research findings, it was evident there was an opportunity to reconnect the company to stakeholders. The learning academy was renamed and a new vision for it was created:



PLACE PEOPLE AT THE CENTER OF ALL  
TRAINING EFFORTS



OFFER ENGAGING AND EXCITING CONTENT  
VIA NEW LEARNING TECHNOLOGIES



INCLUDE INNOVATIVE DELIVERY METHODS,  
SUCH AS MORE JUST-IN-TIME LEARNING



EMPHASIZE INDIVIDUAL BRAND VALUES



CONNECT TRAINING AND LEARNING WITH  
ACHIEVING REAL BUSINESS VALUE

# TRAINING ROLLOUT TO ACHIEVE CRITICAL BUSINESS & LEARNING GOALS

## SOLUTION

The Learning Management System (LMS) is the face of their training, so it needed to be updated to ensure it reflected the new philosophy, brand and personalization.

A key improvement made within the LMS was developing functionality to send targeted, pre-course emails and videos to users. The enrollment videos featured a trainer, in the learner's local language, providing additional information to the user about any pre-course reading materials, the topics to be covered, the many benefits of attending and the organization's desired outcomes.

With the updated LMS, RPS wanted to ensure learners embraced the new brand values of quality and precision, plus exciting innovations that were accessible to all.

Prior to the internal brand rollout to its more than 50,000 employees across 20 European countries, a comprehensive communications plan was executed to inform users of the reasons for the changes and the anticipated benefits. The plan employed multiple communications channels, including emails, live and animated videos, guides and quarterly newsletters, messaging services and presentations to all impacted departments and groups.

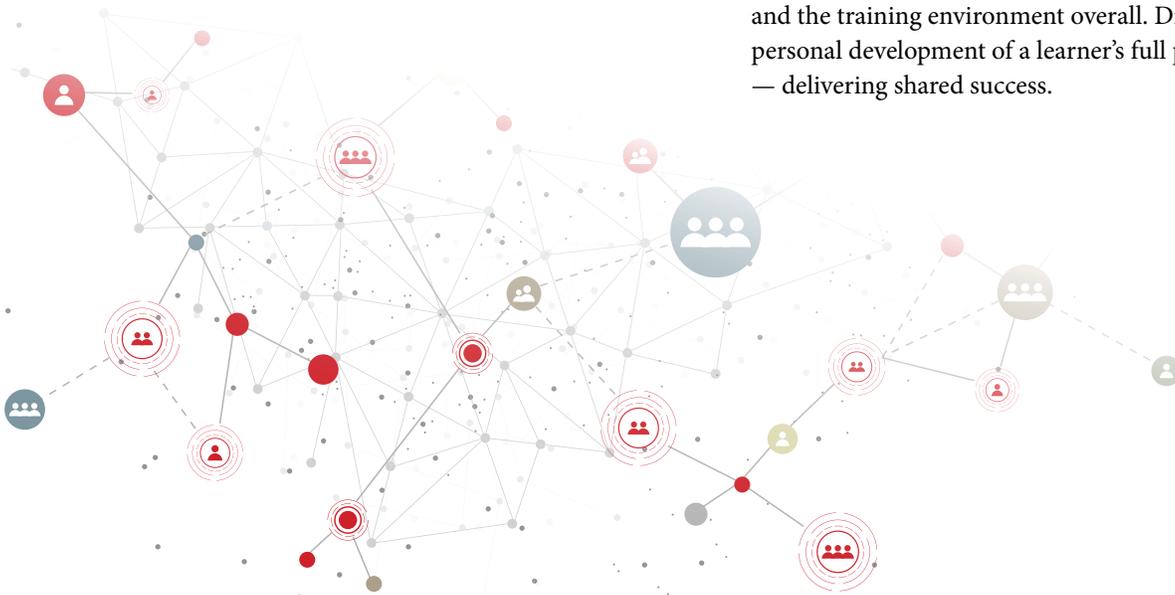
## RESULTS

The benefits for introducing these personalized elements to users via the LMS was to provide them with more reasons to attend the training and gain buy-in. They also ensured users are more aware of the benefits they can achieve by attending, which ultimately means they are more aligned and better understand the brand's new vision of placing people at the center of their training and learning initiatives. Additional updates to the branding included:

- A strapline, reflecting its purpose for users: Unlock My Potential
- A new look and feel to training environments, materials and apparel
- Brand guidelines establishing consistent visuals, tone and style

Prior to the refresh, the previous training structure supported a one-size-fits-all learning strategy. Developments in training delivery methods, such as Live Virtual Classroom Training and access to mobile and just-in-time content based on job title, offer more targeted training content.

The new learning environment ensures that staff and users are better informed and better trained, providing them with the required skills to handle customer questions and requests more confidently and efficiently. Placing people first has improved business efficiency, culture, communications and the training environment overall. Driving personal development of a learner's full potential — delivering shared success.



## CASE STUDY: ENTERPRISE TRAINING ROLLOUT

### ABOUT RPS

Raytheon Professional Services is a learning solutions provider. RPS brings a consultative approach to working with clients across a wide range of industries and global markets to meet their critical objectives by designing training solutions that improve workforce performance and deliver measurable business results. Our award-winning solutions include content development and delivery, LMS services, adaptive learning, microlearning, content curation and curriculum design, and performance consulting services. Leveraging decades of training expertise and the latest technologies, RPS delivers tailored learning solutions in more than 146 countries and 34 languages.

### HIGHLIGHTS

- LMS updated to better reflect client's philosophy, brand and personalization.
- Changes reflect the new vision by focusing training on people.
- Reinvigorated internal company communications.
- Developed functionality to send pre-course materials directly to learners.
- Personalized learning content delivers improved individual and business performance.

Contact us at [info-RPS@raytheon.com](mailto:info-RPS@raytheon.com) to learn what RPS can do for you.

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