

Warner Home Video International

Capability building



Warner Home Video is a division of Warner Bros, with 96,000 employees. Their employee survey highlighted the need for more performance support that relates directly to business strategy and bottom-line profitability.



Their response was to develop the Skills for Growth programme of job-specific learning resources, supported by consistent performance measurement and underpinned by a competency framework.

Recognising that the detailed and complex nature of the required learning resources would be best met by in-house subject experts, the Vendor Managed Inventory (VMI) training manager looked for a solution that would build their design and development capabilities. The integrated approach for job specific learning is based on two key elements:

U Perform - an online learning resource with real-life simulations, online classrooms, forums and skills assessments

Technical Competency Framework - methodology for measuring job performance against an agreed competency framework

The challenge

To provide VMI personnel with the core skills and knowledge required to produce simple but effective e-learning. Warner had chosen Adobe Connect as their content development tool, which includes Breeze and Captivate. It was crucial that the VMI team acquired both the technical skills and the learning design capabilities to create engaging, instructionally sound content.

The solution

Epic designed an interactive, 'hands-on' series of workshops spread over six days, during which learners had to plan and create a storyboard for a one hour piece of e-learning, using their newly acquired expertise. Workshop content was broken down as follows:

Session 1 - What makes good blended learning?

Scoping content, where e-learning adds value, learning design, writing learning outcomes and examining the process of how adults learn.

Session 2 - Planning your content

Motivating learners, using media effectively and writing good e-learning questions, case studies and tutorials.

Sessions 3 & 4 - Build your content

How to use the Adobe Connect Toolset, create branching sequences and self tests, write for the screen and source/insert graphics. Advice was also given on proven approaches for marketing content to encourage participation.

Sessions 5 & 6 - Epic review

These were primarily used to review elements covered in previous sessions. Learners had the opportunity to finish their own content drawing on the expertise of the Epic consultant.

Warner has since moved from strength to strength in their ability to design, develop and implement blended approaches.

For more information on our work in this area, call +44 (0) 1273 728686.