

Video Learning: Anti-Corruption

THE CHALLENGE



An **American multinational retail corporation** that operates a chain of hypermarkets, discount department stores, and grocery stores in 27 countries, needed to address corruption effectively as well as reinforce its culture of integrity. They required a learning solution that would not only educate their global workforce about their existing anti-corruption policy but also encourage them to follow the policy diligently.

APTARA'S SOLUTION

The key learning goals of the organization were to ensure its target audience groups recognized the importance of its global anti-corruption policy and adhered to the policy by not indulging in corrupt behavior, as well as reporting offenses. To meet these learning needs, while catering to the diverse target audience, Aptara created a series of five videos on the organization's anti-corruption policy.

Considering the job profile of learners and availability of time and resources, the learning solution covered two types of deliverables:

- A video for a global audience
- Videos to be used in four anti-corruption classroom training sessions for African-American, Hispanic, and Asian learners



The video created for the global audience used 'faceless' character animations, ensuring neutrality in terms of race, ethnicity, and gender, with assessments, a completion certificate, and a link to the organization's global anti-corruption policy. The videos for classroom trainings utilized a whiteboarding style of animation with outline-style illustrations to cater to the ethnically diverse audience.

Both types of learning videos had Closed Caption (CC) text and covered essential, must-know information through relevant examples and scenarios in short, highly engaging animations. They were:

- developed in custom HTML5 framework.
- SCORM 1.2-compliant and accessed through the client's LMS.
- delivered as mp4 files, making them compatible with the iPad and mobiles, ensuring that a wider group of learners could access the videos, irrespective of their location.

THE RESULT



Using these tailored learning videos, delivery of the training material has shrunk to about 15 minutes, which is an efficiency gain of over 60%. Now, core concepts are delivered in less time, leaving more time for conversation with the trainer and detailed discussions with the audience. This has resulted in the creation of a more conducive learning experience, thereby elevating the sophistication of the training.

In 2021, this client and Aptara won a Brandon Hall Group Human Capital Management Bronze Award for Best Use of Video.