



# An advanced orientation tool for a renowned data center platform company.

## Need

An effective Employees' EHS Onboarding program that translates the brand's initiatives, mission and values in an extensive eLearning module.

## The Challenges

- Their organization's Mission, Vision & Values were to be clearly stated
- The message had to be comprehensively conveyed with 'just enough' information
- The assessment questions and knowledge checks should cover fundamental aspects of the organization that would help their orientation as opposed to general EHS quizzes
- The module should feel like their own, hence will be developed as per the client's branding guidelines

## Creating an effective & convenient on boarding program with an advanced training medium

### About The Client

Our client is an organization that builds and operates state-of-the-art, energy-efficient data centres with connectivity options. Our client claims that they create responsible digital ecosystems. And needless to say, they stay true to their words. The environmental consciousness that the client portrays is applaudable.

With offices spread across Jakarta, Osaka, Tokyo, Busan, Seoul, and Manila, and looking forward to extending its wings in India, the client truly bridges the digital divide in the Asia Pacific region.

### The Need

The client is a data center, focussed at bridging the digital divide in Asia-Pacific region primarily for ESG. Being an organization ripe at its inception, they had an avid onboarding of employees happening. Amongst this, the client sought to ASK-EHS and wanted to employ our eLearning expertise and develop an ESG & WHS orientation program for their new employees.

Having previously benefitted from our software module, the client was aware of our stand on the HSE expertise as well as our team's module development capabilities.

### Our Approach – Delivering an advanced orientation medium

ASK-EHS had a clear vision for developing this module.

In order to align the training module with the client's organizational culture and goals, it was important to explicitly state their Mission, Vision, and Values. This ensured that the training content reflected the core principles and direction of the client's organization. This helped trainees understand how their roles contribute to the organization's objectives.

The module balanced comprehensive information delivery with avoiding overload. It presented content clearly and concisely, ensuring trainees received necessary information without overwhelming them. Focusing on key points helped trainees grasp essential knowledge effectively.

Assessments targeted trainees' understanding of organization-specific aspects. Tailored to their orientation and integration, these assessments focused on fundamental knowledge relevant to their roles. This approach ensured better comprehension and application of organization-specific requirements and practices.

## The Solutions

- Client's mission, vision, and training program explained extensively for orientation.
- Requested branding guidelines for module customization.
- SMEs and script writers developed module narrative based on provided references.
- Storyboard created by instructional designer following narrative and branding guidelines.
- Module divided into sections with periodic knowledge checks and final assessment.
- Client feedback welcomed at milestones for alignment with their vision.

## The Benefits

- Module achieved optimal visual graphics to OST ratio.
- Well-structured sections and knowledge checks aided trainee comprehension and retention.
- Module hosted on ASK-EHS LMS for easy trainee progress tracking.
- eLearning module streamlined client's onboarding process and ensured consistent information delivery for all employees.

Module developed aligned with client's branding guidelines, creating ownership and familiarity. Customized visuals, graphics, and design reflected client's brand identity, enhancing trainee engagement and connection. Incorporating client's branding guidelines effectively represented their unique identity and culture.

6. The characters, models, and backgrounds used in the video were developed specifically to align with the client's site location, ensuring a customized and tailored approach to the project.

## Development Process

Here's how the development process went:-

1. We requested the client to extensively explain their mission & vision statement and the Orientation training program as being delivered medium in their current medium.
2. As this was a customization scope, we then requested the branding guidelines, as per which the entire module would be designed.
3. With the provided references, our SMEs and script writers got to work and prepared the narrative of the module. This narrative would later be used as the voiceover.
4. Based on the prepared narrative & the shared branding guidelines, our Instructional designer created the storyboard.
5. The module was sectioned as per the fundamental head points and periodical knowledge checks with an assessment at the end.
6. At each milestone, we welcomed the feedback of the client & accommodated their requests in order to ensure that the final outcome matched their vision.

## Meeting Expectations & Going Beyond

The client's organization was highly satisfied with the output.

- The module had achieved a perfect balance of visual graphics to OST ratio
- The mindful sectioning of the module with the necessary knowledge check made it easier for the trainee to understand the message and register it
- Since the module was hosted on ASK-EHS LMS, the client could easily track the trainees progress
- With a eLearning module for an orientation medium, the client was able to ease out with their onboarding process and deliver uniform information to each employee despite the magnitude of onboarding

## Establishing a long-term Business Association

As this module became an integral tool of the client's orientation program, they further expanded their requirement & insisted on having the modules developed in 3 other languages – Chinese, Japanese and Korean, in order to extend this orientation delivery medium to their local office employees.

Furthermore, the project association has been extended with the client wanting to develop an eLearning module on Risk-Assessment. Needless to say, ASK-EHS is set to ensure that it rightfully assists the HSE initiatives of this Data Center Platform Company.