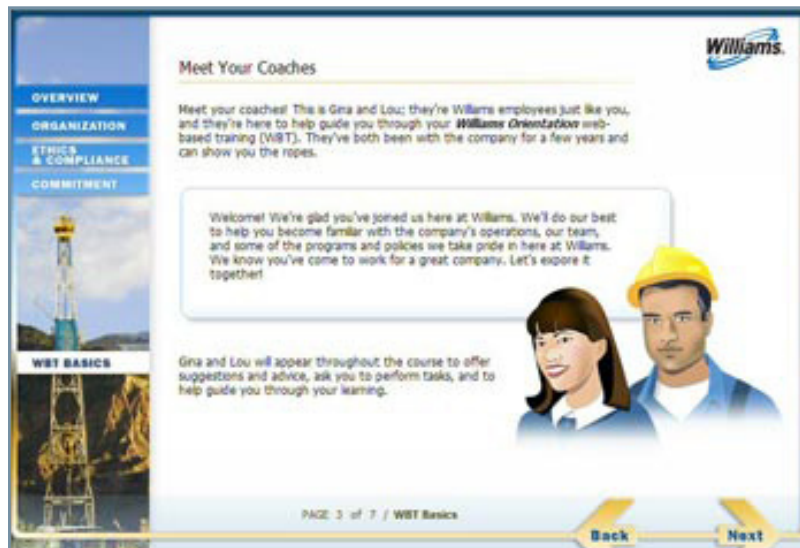


# IBM CUSTOMER FACING SOLUTIONS

## Williams

Fostering company pride with best-practice eLearning

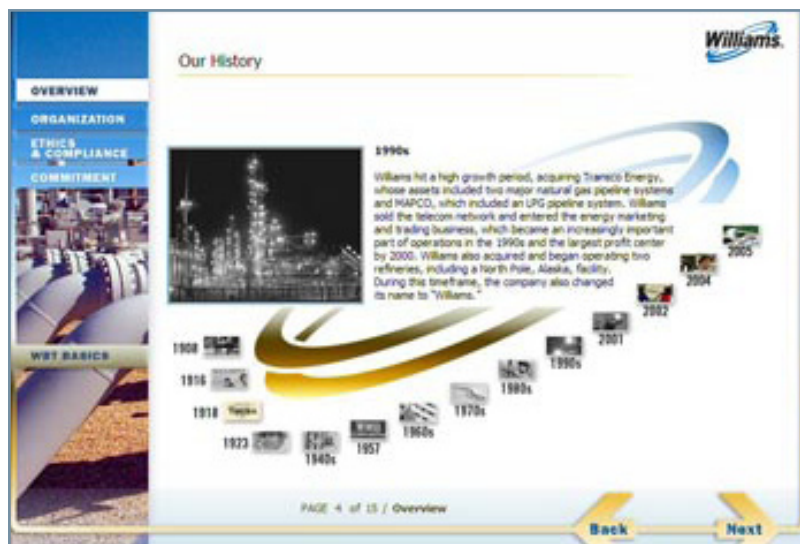


### Challenge

Williams identified a need to renew its commitment to the company culture which, historically, was always a sense of pride among employees. A plan to bolster commitment to employee development, while keeping costs low, included using a new-hire orientation web-based course as a launch point. To foster company pride among new employees, the course would highlight the company's rich heritage, its commitment to its people and the environment, and its unique culture.

### Solution

Our Learning Content team used proven best practices to design and create a web-based learning program that presented learners with the opportunity to discover a passion for the Williams brand, its business, and its commitment to communities and the environment. Through learner-centred design, our team delivered a learning experience that was interactive, job-relevant, engaging, intuitive, and flexible.



### Results

IBM's learning solution for Williams was so well received by the client and the initial group of learners that management decided to launch the curriculum company-wide as a refresher for all employees, not just newly-hired employees. Williams also established that the collaborative process IBM used for content-gathering, design, and development of the courseware would stand as a best-practice for proficiency in their future eLearning initiatives.