

eLEARNING



CHALLENGE: Our client, a leading housewares manufacturer, had the ambitious goal of providing universal training across the globe for everyone, from marketing managers to in-store sales staff. JR needed to make sure everyone was understanding and communicating the same message.

SOLUTION: JR created a comprehensive series of training materials to streamline training across seven global regions in 25 languages, to engage all employees. Master training guides, product and demonstration pocket guides, and an interactive eLearning initiative helped keep messaging consistent worldwide.

RESULTS: We created a global training strategy including a robust eLearning curriculum to help build the brand:

- 16,000+ students served
- Implemented across seven global regions
- Consistent brand messaging in 25 languages

