



In most businesses employees are now asking for more training and support on sustainability, to understand what it means to their role and how they can help meet their business' targets.

## WHY TRAINING?



### IMPLEMENT A NEW STRATEGY

Organisations who are implementing their first sustainability strategy need to communicate the sustainability priorities, reasoning and actions required - quickly and efficiently

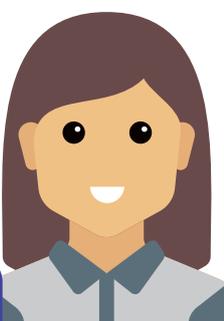
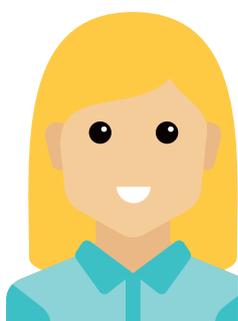
or



### MEET YOUR TARGETS

Organisations with an embedded sustainability strategy can struggle to meet their ongoing KPIs once the initial 'quick wins' are out of the way. Getting employees fully engaged with the strategy through training is vital to deliver that 'second push'

**It's all very well having a strategy  
but people need to know how and why  
they should get behind it**



# WHY eLEARNING?



The new generation of eLearning can provide an ideal solution for sustainability training



For large organisations with multiple locations and remote workers, traditional training wont work but eLearning is well suited



Good eLearning is animation and interaction focused and provides tailored messaging for different job functions, regions and management levels

## How to avoid training pitfalls and create effective eLearning



### LEARNING

The training creator needs to understand how to break information down to help people learn. Avoid impenetrable information that doesn't engage the user and focus on bitesize, compelling and tailored information.



### CONTENT

The training creator needs to understand how sustainability works in a real business context. Avoid theoretical, academic training and focus on why people should care and what they can practically do in their role!



### DESIGN

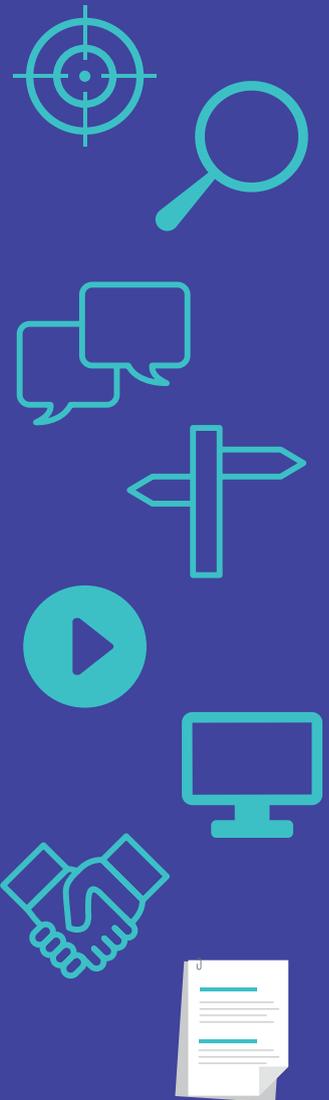
The training creator needs to use the latest eLearning design methods. Avoid linear, PowerPoint-like dry training. Use animation, interaction and tailored messaging to grab peoples attention.



Combining sustainable business expertise and learning /eLearning expertise is the key

# HOW WE DELIVER EXCELLENT SUSTAINABILITY eLEARNING

- 1 **CLEAR OBJECTIVES** are set regarding the change in employee behaviour required and what measures we will use to assess this
- 2 **TRAINING NEEDS ANALYSIS** is undertaken to determine how the training can best be positioned to effectively target the employee base
- 3 Training is developed in **BITE-SIZE MODULES COVERING THE WHAT** (e.g. what is carbon, what are the business objectives) **THE WHY** (e.g. why should I care about carbon in my job, im a busy person!) and **THE HOW** (e.g. how do I tackle this in my specific role? What real life examples can you walk me through? How do I access resources and support? How to do I communicate and collaborate around this with others in the business?)
- 4 The training structure and content is **DEVELOPED BY SUSTAINABLE BUSINESS EXPERTS ALONGSIDE LEARNING AND ELEARNING EXPERTS**
- 5 **ANIMATION, INTERACTIVITY, CUSTOMISED PATHS FOR DIFFERENT USERS AND MULTIMEDIA** are used extensively to create an engaging and interesting delivery mechanism
- 6 **RIGOROUS PLANNING AND TESTING** is undertaken to connect smoothly in with the business' existing training and IT infrastructures
- 7 **COLLABORATION WITH THE BUSINESS' HR AND COMMS TEAMS** ensures that the training is well embedded, advertised and communicated
- 8 **A REVIEW PROCESS** is undertaken after each major milestone, to **ASSESS THE IMPACT OF THE TRAINING** and absorb any lessons learnt



IMS Consulting has delivered sustainability eLearning to thousands of employees across the globe.



Contact us to find out how we can help you.



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