



Improving Organizational Culture with a New Framework



Company

A leading global design and consultancy firm for natural and built assets.



Objective

The client was keen to initiate a new organizational culture and policy that stressed on transparency and this was to reflect in their appraisal policy. Access to modules for the entire organization and a compelling user interface was deemed necessary.



Employees

25,000-30,000 globally



Impact

On deployment of the program, the client reported a 50% improvement in the time taken to complete the appraisal process.



Revenue

€3 to 4 billion (2018)



Solution

Origin recommended a mobile-first digital learning solution that the client's workforce could easily access on their smartphone.

The Client

The client is a world-renowned design and consultancy firm specializing in managing natural and built assets. Primarily focusing on Europe and North America, the client manages projects in more than 70 countries globally.

The Challenge

Organizational culture is an integral part of the philosophy and work ethos of a company. Most organizations want to offer a happy and motivated workspace that allows their employees to achieve their fullest potential.

In this case, the client was planning a major shift in terms of their organizational culture to make it more inclusive, positive, and focused on both individual performance and growth. This was scheduled to be rolled out with their performance appraisal cycle and built around the philosophy of “Grow | Perform | Succeed”. The key requirements listed by the client were a simple, yet engaging course structure, the right balance of videos and text, and easy access via smartphones.

The Solution

Origin’s ID team worked in close collaboration with the client and proposed a mobile-first course design and structure of the program and recommended the use of Articulate Rise to create the learning solution.

Origin received several videos from the client, which were integrated into relevant sections of the training program. The final program consisted of seven modules. The modules offered an insight into the new organizational culture philosophy of “**Grow | Perform | Succeed**” or **GPS**.

This delved on the importance of setting goals, having continuous conversations with your team, and asking for and giving feedback.

The interactive nature of the program focused on increasing the curiosity of the learner. Each module of the program was supplemented with relevant articles and videos that would prompt the learner to acquire information that would help them acclimatize to the new organizational culture and appraisal process with ease. The modules had a standard duration of 15 minutes. The modules also gave a clear understanding of the next steps for the learner. Keeping the duration consistent meant that they were just enough relevant information for the learners.

“This particular project was a strategically important one because it involved creating awareness about a new internal approach to performance development. We had two main objectives: access for everyone and a compelling user interface to draw people in so that they are more likely to share and initiate discussions within their teams. With Origin’s help, we were able to achieve both these objectives. All 27,000 employees were able to enjoy this learning experience consisting of 7 modules that were available on-the-go, on any device, and most importantly in a fun, responsive, design template.

The feedback we received was very positive, and we are now continuing to refine the style first used in this project to create our own ‘house-style’ when it comes to digital learning. In this way, the GPS learning experience was a great step for us in our ongoing efforts to engage and delight our learners across the business.”

– Ajay, Academy Content Manager

The Impact

The program was deployed by the client for all its employees working across different locations. The client reported the following:

- 🔄 Easy transition to a new organizational culture
- 🔄 Transparency among employees across different levels
- 🔄 A clear understanding of the new organizational philosophy
- 🔄 An appraisal process that was smooth and built upon the strengths of the employees
- 🔄 50% faster completion of the appraisal process.
- 🔄 A commitment from the employees and the client to work towards organizational success

“Origin has been involved in the design and development of an online learning experience for one of our top strategic People & Culture projects. With this learning experience, a consistent and compelling message is brought to all 27,000 employees about our transformational journey. The learning experience that was co-designed with Origin has a compelling look and feel, is intuitive, mobile-friendly, and contains microlearning components with bite-size information just at the time when it is needed. The Origin team has been very collaborative, trustworthy and agile in their way of working and we are very happy with the end result. Thank you!”

- Suzanne Nap, Global HR Projects & Processes Manager

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