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## **Employee Engagement *Regional and Global Training Solution for a Worldwide Beverage Company***

### **THE CLIENT**

A worldwide beverage company and representative bottling organization

### **THE CHALLENGE**

The client needed an effective way to educate its diverse workforce about its products and programs, as well as motivate each employee to be an advocate for its brand. Because of the high efficiency nature of the workforce and their roles, time away from work would have to be limited. In addition, due to external influences, the solution would need to be highly engaging and fun for the employees as well as educational and effective. As an additional challenge, the first phase of the solution would have to be developed and obtain approval from an executive and Human Resources committee before the company could receive full funding for the project.

### **THE AUDIENCE**

- 6,000+ employees in 12 states
- A diverse workforce including sales and delivery, manufacturing, administration, and operations

### **THE SOLUTION**

VisionCor determined that an interactive, facilitator-led learning session would best meet the needs of the client's diverse workforce. VisionCor developed a quick paced facilitator-led learning session with upbeat multimedia (sound and video), high energy activities, a reward system using relevant company-themed promotional items, and a hard copy quick reference guide (QRG). VisionCor developed this training within eight weeks. VisionCor consulted with the clients from the corporate company and the bottling organization throughout the project to ensure goals were met. In addition, VisionCor performed the following tasks:

- Reviewed source materials and conducted initial needs analysis to determine the in-classroom solution.
- Developed detailed course design layout.
- Managed client relationship, responding to the two companies, multiple business unit needs, and technical inquiries.

### **THE RESULTS**

The rollout course met approval of the 35-person executive and Human Resources team. As a result of the successful pilot, the company received full funding to proceed with phase I and the larger employee engagement initiative.

**ABOUT VISIONCOR**

*Founded in 1990, VisionCor is a workforce learning, talent management, performance improvement, and documentation firm. VisionCor provides customized solutions and staff augmentation services to clients ranging from Fortune 500 corporations to small and mid-sized businesses. VisionCor's services include training, talent management, performance improvement, documentation, and project management to help companies implement organizational change initiatives and address their ever-changing workforce needs. Contact VisionCor at 888.299.8267, <http://www.visioncor.com>, or email at [info@visioncor.com](mailto:info@visioncor.com).*