



NATIONAL SAFETY COUNCIL



Eliminating preventable deaths at work, in homes and communities,

The National Safety Council (NSC), founded in 1913 and Chartered by the US Congress in 1953, has more than 55,000 members including businesses, labor organizations, schools, public agencies, private groups and individuals. The group focuses on areas where the greatest number of preventable injuries and deaths occur.

Challenge:

- Expand access to, and impact of, Supervisor's Safety Development Program (SSDP)

Solution:

- Convert 2 ½ day instructor-led program to 16 adaptive modules
- Replace traditional, non-adaptive, unengaging, online offering.
- Revenue share model to reduce up-front development costs to this non-profit organization
- Offered through NSC's customer-facing Learning Management System

The SSDP Online course uses adaptive learning technology to personalize the course based on what learners know, don't know and have trouble learning. On the Area9 platform, learners with a lot of knowledge proceed faster through the course than users who are seeing the content for the first time, or who are less confident.

Outcomes:

- Reduced time to proficiency by more than 50% (average time to proficiency 8 hours vs 20 hours for instructor-led course)
- Increased adoption of self-paced offering

“Adaptive learning has made it possible for NSC to deliver effective and efficient training in a very affordable way, and bring our existing content to life in an engaging way.”

*Felipe Reyes
Director of Business Development at NSC*