

Success Story



Store Management and Knowledge Share Program



Retail Sector



Learning & Development



Self-Paced Learning



Blended Learning



xAPI & LRS Supported

Background:

Recognised as one of the country's largest retailers and most trusted brands, Woolworths Group is an Australian and New Zealand based employer, committed to supporting thousands of local farmers, producers and manufacturers.

With Woolworths key business objectives including a core focus on **improving end-to-end operational processes** in their stores and enhancing the customer experience, they communicated the need for a training and coaching program to help support this strategy.

Targeted at **improving the overall performance of store managers** by ensuring that in-store tasks are carried out efficiently and consistently, Guroo Producer™ created a blended learning suite intended to deliver on the aforementioned organisational objectives.

"The ability to measure success of the project through xAPI and LRS technology has helped our coaches personalise their follow up and give our Store Managers the support they need."

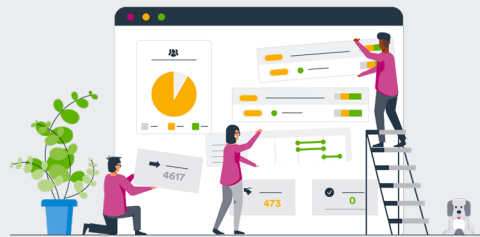
Clay Shearan

Learning Designer

guroo™
PRODUCER

Problem:

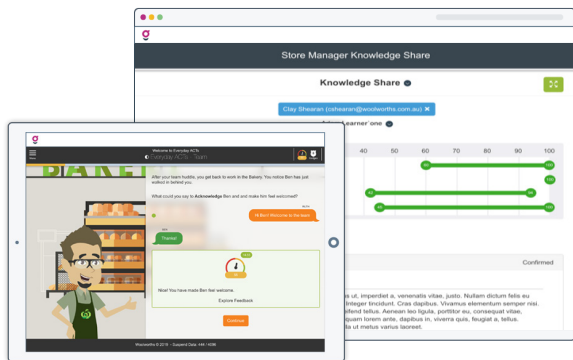
Woolworths Group is a national leader in the retail industry and as such there exists a need for the organisation to continually seek ways to enhance their internal functionality in order to remain competitive within a growing market.



To help support this organisational goal, Woolworths highlighted the **need to improve the capability and confidence of their store managers in four key areas; rostering, people management, store standards and retail essentials**, therefore providing managers with the practical skills necessary to support the day-to-day running of their stores.

Solution:

Employing both digital and face-to-face learning methods, Guroo Producer™ created a **blended program** intended to be **delivered to all store managers within Australia**. Leveraging the capabilities of **LRS and xAPI technology**, an online learning portal was created to support the face-to-face component of the training **allowing Woolworths to measure improvements in capability and confidence, and record the overall business impact** of the training program.



The digital component of the program consisted of **several learning modules** designed to train managers on the four focus areas, through consumption prior to and following the facilitation process. The implementation of this **pre and post program learning** methodology alongside the inclusion of **xAPI technology allowed coaches to tailor workshops and facilitation materials to meet the specific needs of their group**, therefore personalising the learning experience.

Goals and Objectives:



Management Training

- Train store managers in four key areas: Rostering, People Management, Store Standards and Retail Essentials
- Using collected data, inform upper management on participation rates, assessment results, confidence levels and confirmed actions of store managers
- Initiate practical changes to business operations



Personas

- Personas were created to reflect the psychographic and demographic of four key audiences: Store Managers (Digital and Face-to-Face learning programs), Coaches (Reporting Dashboard), Senior Managers and the Learning department (Results)
- Considering the differing managerial and coaching experience across the board, each aspect of the program was designed to appeal to the specific members of these select groups



Program Requirements

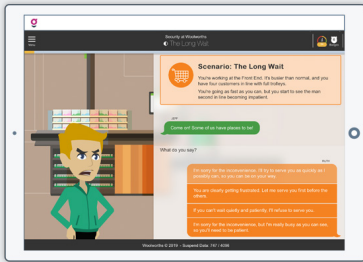
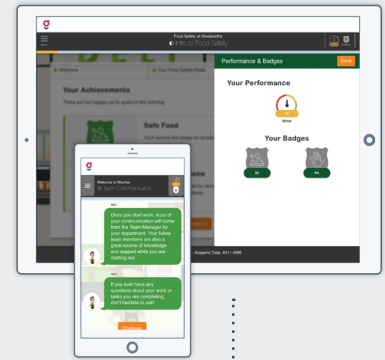
- The creation of two full day workshops and an accompanying online digital experience
- Reporting dashboard to quantify data
- Completed within a 4 week period



The Learning Journey:

Employing the latest xAPI technology, Guroo Producer™ created an **eLearning experience capable of analysing and reporting on the effectiveness of the program, and initiating real world organisational change.**

The overall experience consisted of four elements; **pre-work and post-work digital learning paths, workshops and a post-program follow up session.** Google sign in and G suite were used for identity management and to simplify the learning journey.



Incorporating free form questions, graded assessments, confidence surveys and an agreed list of actions, the pre and post workshop modules were designed to educate and test participants, while **tracking their learning experience before and after the completion of the 2-day workshops.**

Locks were used to provide a linear learning pathway, preventing participants from skipping ahead in their digital training without having attended the workshop, while **dashboards showcasing results equipped coaches with the data necessary to target and personalise their workshops**, thus creating a tailored learning experience. Following the programs completion, **an action plan was initiated to determine whether agreed upon changes were applied in-store, with rates then assigned to the actions to measure their overall business impact.**



Results:

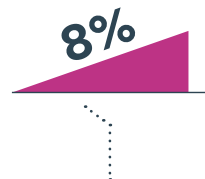
Through the programs structuring and the subsequent incorporation of **xAPI and LRS technology**, the Store Management and Knowledge Share program produced an array of comprehensive and measurable results. While the post-program follow up sessions are ongoing, the digital and workshop components produced key insights demonstrating the **scalability and overall impact of the program on store managers competence and confidence**.



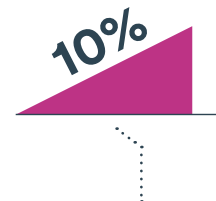
Created and
deployed over a
3 week time period.



Delivered to **1200**
Store Managers over
3-4 months.



Store Manager competence across Australia increased by approximately **8%**.

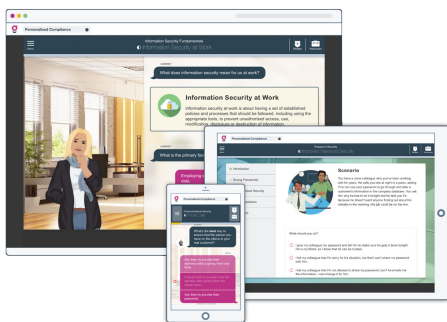


Store Manager
confidence
increased by
approximately **10%.**





At Guroo Producer™ we are dedicated to placing **immersive, personalised and adaptive learning journeys** within reach of all organisations from start-ups to world-leading companies and universities. Working across Corporate Learning and Development, Executive Education and Higher Education, we have developed a **learner-centred** approach that is **experiential, engaging and educational**.



Since our inception in 2016, we have delivered hundreds of learning experiences using the Guroo Producer™ Learning Design Platform. Unlike other authoring tools, **the Guroo Producer™ platform supports the entire learning production life cycle** from analysis and design through to development, delivery and evaluation. **Our user-friendly platform** allows for the creation of **customisable scenarios, simulations, video productions and games** that ensure both scalability and consistency across every project. Moreover, the ability to create self-paced, work-integrated and blended **programs that are both data-driven and xAPI-ready** enhances the user experience whilst producing quantifiable and measurable results.

At Guroo Producer™, we believe customer relationships are paramount to producing transformative learning experiences. We understand that **different projects require different partnership models**, that's why we have built a collaborative and agile learning design platform, and a learning services team to support you when you need it. On each project you can choose if you want to completely outsource, collaboratively co-design, or DIY using our platform.

Guroo Producer™ is a team of diverse individuals with expertise across multiple disciplines from design, animation and video production to technological development. Having received several industry awards in acknowledgment of our work and dedication to the production of innovative project designs, we find true fulfilment in the success stories and testimonials of our many satisfied customers.

Are you a Guroo Producer too?

www.gurooproducer.com

Contact Us:

Rhayna Bosch
Customer Success Manager

rhaynabosch@gurooproducer.com
+61 (0)405 201 847



Donna Hanson-Squires
Head of Learning Design

donnahansonsquires@gurooproducer.com
+61 (0)488 492 540

