

# INTUITION

Helping a leading life sciences organization unite a geographically dispersed and multicultural workforce

## OUR CLIENT'S CHALLENGE

The cultural diversity resulting from mergers and acquisitions can cause communication and coordination difficulties for any high-growth company. During 2016, Intuition was engaged by a global life sciences company that had just come through a dizzying series of bold takeovers and corporate restructuring projects.

With 30,000 employees in 100 countries, our client required a code of conduct training program capable of uniting its multicultural workforce with a single corporate culture. It needed something different, a creative solution that would inspire widespread acceptance of a shared set of values and behavioral norms.

Added to this was the practical challenge imposed by a truly global rollout and the requirement to localize training into 30 different languages. To top it off, the client was in the midst of drafting a new code of conduct and asked that Intuition coordinate the development of the training solution in conjunction with this process and be ready to deploy as soon as possible.

## HOW WE HELPED

Our creative team began the process by taking the client on a journey to discover the approaches and designs that would resonate with its learners. The solution we subsequently developed was two-pronged:

**High-Impact Communications Campaign:** We set the tone for the training initiative with a short teaser video designed to raise awareness and highlight key messages. The video was intended as a conceptual anchor, appealing to the audience's emotions and impressing upon them the meaning behind the code and its importance to our client.



**Innovative Digital Content:** We accompanied the communications campaign with an engaging online learning solution that grabbed the attention of our audience and inspired commitment to our client's ethical rules and values.

Our approach incorporated cutting-edge instructional design techniques, which empowered learners to choose their own path through the content, consuming short bite-sized learning segments as they went. We also included real-life scenarios to help learners to internalize key compliance issues and apply them to their daily jobs.

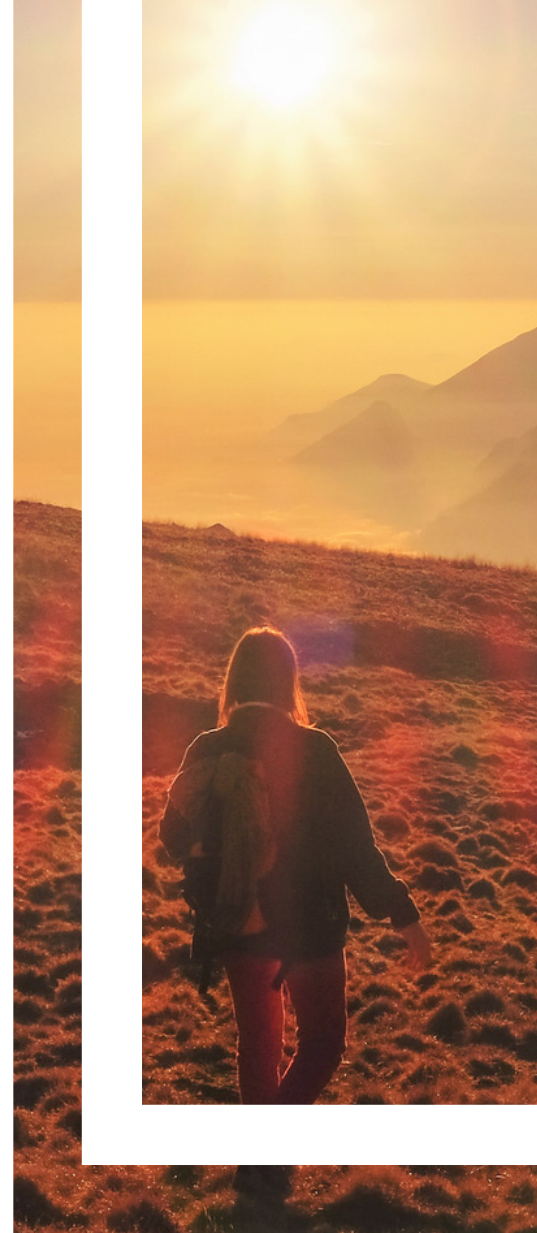
Both the communications campaign and the online learning were localized into the 30 required languages to facilitate a seamless global implementation.

## PROGRAM RESULTS

The launch of the program was highly successful. Intuition's solution supported the client's effort to embed unified standards of conduct throughout a newly enlarged, multinational and multicultural organization. Our innovative approach raised awareness of ethical issues and enhanced employee buy-in to compliance initiatives.

## ABOUT INTUITION

Intuition is a leading knowledge solutions company with offices located worldwide. For 30 years, we have developed and deployed our award-winning products and services for many of the world's leading life sciences organizations. Our unrivalled end-to-end capabilities help our clients optimize knowledge within their organizations to achieve real business objectives.



To find out how Intuition can help your organization,  
**click here** or email **info@intuition.com**

