

Communicate corporate vision & measure impact



Community Gateway Association is an award winning housing association with a vision to inspire people and communities.

Challenge Communicate the core set of beliefs and aims of Community Gateway with over 250 employees.

Background Traditionally the client would communicate corporate vision through induction and ongoing internal communication efforts such as emails. This method made it hard to identify employees' engagement with the material or measure the long term embedding of the vision.

Approach JollyDeck, with its bite-sized approach to learning and focus on fun and engagement offered the solution best tailored to client's needs. The ability to create a training platform branded around the CGA 'Think Purple' vision was also key.

JollyDeck provided real time engagement activities segmented by managers to drive high activity across the entire association.

This challenge segmented learners by tenure in order to evaluate shorter and longer term staff. This allowed all tenure staff an ability to refresh their corporate vision knowledge, while providing induction trainers with insight into the effectiveness of their 'Think Purple' training.

Learnings

Engaging Learners – Over the course of this two week campaign CGA was able to engage over 70% of the full-time staff.

Increasing Vision – After only 10-20 minutes of training learners increased their initial 'Think Purple' knowledge levels by 40%.

Positive Feedback – 92% of respondents' submitted positive feedback including: 'We have had so many people talk about it and lots of learning taking place.' And 'Excellent idea, good way of passing on information & reinforcing our purple culture.'

Don't take our word for it:

"JollyDeck offered us a fun and engaging way to share and embed our corporate vision and mission to 'Think Purple'. We were most impressed by our managers' interest and willingness to get involved in the campaign and motivate their teams to get involved as well."

Liz Ralph, Training Manager