

## Insuring Effective Training

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### Challenge

A Fortune 500 insurance company was revising its project management methodology and implementing new software to become more efficient. Employees in three different lines of business (LOBs) required training. However, the number of trainees was unspecified, their roles were not clearly defined, and they could not all be trained at the same time. ProWrite was asked to create a set of training materials within six months that could be used by three different LOBs and three different target audiences at different times.

### Solution

ProWrite met with the client to learn the new methods and software. ProWrite and the client decided to

- Make the training broad enough to be used by all LOBs
- Create separate training modules for each audience using much of the same information to save time
- Produce training material in two formats:
  - Printable, to be used in a classroom with a facilitator
  - Web-based, to be used at any time at a trainee's desk

In addition, ProWrite

- Helped write, edit, and proof the training material
- Designed web-based training (WBT) modules with animated graphics, flash movies, and interactive quizzes using PowerPoint, Articulate, and Captivate software
- Burned the modules to CDs and designed the cover graphic

### Benefits

The training materials helped the company quickly and successfully implement new software and a standardized, more efficient project management methodology across all lines of business. The WBT format saved the company money, time, and space, by reducing the need for facilitators and classrooms and enabling large numbers of staff to be trained in a short time period whenever they were available.

