



Supporting Virtual Learning for a Product Launch in the COVID-19 Pandemic

Sarah Mercier, CEO at Learning Ninjas®

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OVERVIEW

At the start of 2020, GN Hearing (part of GN Group, the global leader in intelligent audio solutions), approached Learning Ninjas® with a performance support project opportunity. The original concept was to provide short elearning modules, or microlearning, to support the global product launch of their innovative new hearing aid technology, ReSound ONE™.

Enter the worldwide COVID-19 pandemic. GN decided to cancel their in-person global product launch event – which included a number of instructor-led workshops. The organization was suddenly under pressure to implement safe, distance learning opportunities for hearing care professionals, ensuring a timely product launch. For Learning Ninjas, that meant a quick transition to support a full-scale, virtual global training initiative.

APPROACH



Learning Ninjas® begins each project with an analysis and recommendations process called Discovery. During this initial phase, we met with various stakeholders at GN to clearly define project goals and build a project roadmap with a detailed project plan. Engaging in Discovery with GN enabled us to quickly provide more support, as we had established a good understanding of the audience, needs and goals of the business, and technology available to leverage. We were equipped to move straight into our collaborative design and development phase, creating a variety of effective training and performance support solutions for the product launch.

Our teams had to work together with exceptional efficiency on this project. Commitment to our evidence-based methods joined with excellent communication, consistent feedback loops, and closely monitored progress were critical components to a successful product launch.



RESULTS

In less than three months, we worked closely with the Global Training and Education team to successfully achieve the following:



Development of a Global Launch Video in Vyond.



Development of an Interactive Software Simulation with Voice-Over / Closed Caption Options in Adobe Captivate



Development of five (5) Interactive eLearning Modules in Articulate Rise and Storyline.



Development of two (2) Interactive Support Aids (PDF) in Adobe InDesign and Acrobat.



Planning & Support: Virtual Synchronous Training Sessions with Group Breakouts in WebEx.

FEEDBACK FROM PARTICIPANTS

“Software Simulation = Fantastic!!! - I liked the self-paced flow and interactive portions.”

“I really liked the activities associated with the learning. It's important to be held accountable for what we are taking in and I think this self-paced platform still allows for that kind of discovery.”

“You have modeled for us all some best practices for e-learning and in very short time!”

“I have been 18 years in this industry, and this is the best online training- engaging, meaningful. Simply love it.”

“The best training program ever (been here for >20 years)”

“The flow of the online materials was excellent. Easy to go back and forth.”

“Enjoyed the format. Was impressed with how the training was laid out and felt the prework modules we well designed and gave a good framework for the following trainings.”



OUTCOME

In August, 2020, ReSound ONE successfully launched across the globe. Learning Ninjas continued to provide support as needed, including recommendations for translation and content conversion. Meredith Buemi, project lead for GN Hearing and Head of Global Training & Education, shared the following:

“We hired Learning Ninjas® after exploring several content development consultants. Ultimately, we chose Learning Ninjas based on their focus on evidence-based learning, and their collaborative practice of teaching clients throughout the project completion. Our team is in the elementary phases of implementing effective learning methods and we were eager to learn from them. Their work far exceeded our expectations! They were thorough, efficient, extremely versatile, understanding and so much fun to work with!

Our project work happened to fall right in the middle of the COVID-19 global pandemic, and what was originally planned for an in-person training with follow-up micro-learnings had to completely pivot to accommodate the new virtual circumstances. Given our increased workload and condensed timelines, Learning Ninjas worked with us every step of the way to reassure us and help us achieve our goals. Sarah Mercier was extremely flexible and accommodating, often times being available after-hours for last minute project-work discussions. Surprisingly, we were able to meet ALL our deadlines – it was a miracle!

In working with them, they helped us create the most successful training package for our company, to date! Five months later and employees are still talking about our training package and delivery methods. We had employees who’ve been with the company for 15-20 years commenting on how it was the best training they’ve experienced. We also had a record number of global counterparts utilizing our recommended materials and delivery to train their local groups. A HUGE thanks to Learning Ninjas for being able to work with us and help us create this success. We have officially put Training on the map for our global company and have set high expectations for groundbreaking future training delivery.”

Meredith Buemi

Head of Global Training & Education | GN Hearing

