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GLOBAL ROLL-OUT CASE STUDY

Delivering GDPR training to a
multinational company

AT A GLANCE

CHALLENGES

- Diverse learning needs across roles.
- Multilingual requirements.
- Lack of an initial Learning Management System (LMS).

BENEFITS

- Customised, role-specific training.
- Flexible delivery formats.
- Wide reach and high engagement.
- Implementation of a long-term LMS solution, with a content library for ongoing training.

OBJECTIVE

The GDPR implementation deadline was approaching and the company had three months to deliver training to several thousand people who were based in offices across the world. They had employed a Data Protection Officer who was helping them with their internal processes but had not considered how to deliver the changes to their staff.

Initially they required the content to be delivered via eLearning, which would need to be translated into several languages.

SOLUTION & RESULTS

Following a Needs Analysis, the decision was made to expand the scope of training beyond eLearning. This was due to the diversity of the workforce, some were office based, some were mobile engineers and others worked in manufacturing. Not all employees would have access to a computer or mobile device to access eLearning content.

We produced an informational video to accommodate those without eLearning access and which could be used by the marketing team to show how the company complied with GDPR. Customised face-to-face and virtual workshops were designed to cater to different regions, and roles, providing tailored learning experiences. Additionally, an infographic poster was developed for on-site display and electronic communication, reinforcing key points and ensuring consistent messaging across the organisation.

Over 1000 people completed the eLearning course in several languages and over 200 people attended the workshop either in-person or virtually across multiple time-zones.

In addition to this, we created a global roll-out strategy to implement the company's first site-wide Learning Management System (LMS). Included in the implementation were curated learning paths for different user roles and a robust comms plan.