

CASE STUDY



SNAPSHOT

Assignment:

Develop labor relations training program for frontline supervisors

Our Client

ALCOA
Cleveland, OH

Project summary

Designed and produced all courseware for a daylong, instructor led training program

Client needs

Prepare frontline supervisors for increased responsibility in personally managing labor relations issues

Special challenges

Converting a large body of dry, legal content into interesting courseware

What WordKraft provided

Designed content flow, developed and produced all materials for presentation by ALCOA presenters

Deliverables

Instructor and participant guide, related presentation materials, skills checklists, case studies and game-based knowledge check



Assignment:

Develop a daylong labor relations training program for frontline supervisors in manufacturing areas

OUR CLIENT

ALCOA
Cleveland OH

PROJECT SUMMARY

ALCOA supervisors were being encouraged to transition from serving primarily as “doers” to acting more as true leaders. This transition included supervisors taking increased personal responsibility for labor relations activities in their areas.

Supervisors needed a basic understanding of the concept of labor relations, the company’s philosophy toward labor, and – most importantly – specific nuts and bolts guidance regarding what supervisor were expected to do in their expanded labor management role.

ALCOA contacted The Corporate University at Kent State to develop the program. Kent State turned to WordKraft.

WHAT THE CLIENT WANTED

ALCOA management and legal experts had collected a large volume of information in preparation for the training. They needed their content to be logically organized and refined, then transformed into engaging instructional materials.

To maintain learner interest and ensure knowledge transfer, they wanted an engaging approach with a high level of participant interaction.

This labor relations training was one module in their multi-part Advanced Supervisory Excellence training program. Previous modules, developed by a well-known, global training solutions provider, were considered just adequate. ALCOA wanted to raise the quality of the Labor Relations module while also reducing the development cost. The felt that Kent State, and WordKraft, could do the job.

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Our Client: ALCOA, Cleveland, OH



CLIENT FEEDBACK

"You really captured all that was relevant and highlighted the 'need-to-know' information for the supervisors! Thanks again for being so thorough.

"I am amazed at how quickly and accurately you put the information together."

WHAT WORDKRAFT PROVIDED

With guidance from ALCOA HR, Legal and Labor Relations experts, WordKraft developed a refined version of their original course outline. The large volume of source material provided was condensed and reorganized based on the outline, then used as the basis for the courseware.

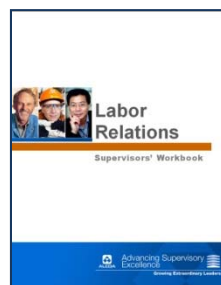
ALCOA relied on both internal and external trainers to present the program. To ensure continuity of content and delivery, WordKraft developed a detailed instructor guide with full instructions regarding presentation logistics.

DELIVERABLES

PowerPoint Presentation



Learner Workbook and Instructor Guide



(contact us to see samples of any of these documents)

The participant workbook supported learning and subsequent on-the-job application in many ways:

- It employed a follow-along fill-in format that both required learner activity and kept them on track with the instructor.
- It presented scenarios that tested learner knowledge, with a write-in area where they could document notes and new learning related to the scenario.
- It included job aids and reference documents to support the supervisors back on the job.

A particularly popular element of the training program was the Labor Relations Game. At designated points throughout the day, learners were presented with multiple-choice, scenario-based questions in a game show format. The game provided an opportunity for learners to immediately apply their new knowledge to realistic work situations. Each question created the opportunity for discussion on the related labor relations practice.

Many labor relations activities, such as issuing discipline, are highly structured, with the steps dictated by the labor agreement. To help supervisors properly manage these interactions, WordKraft developed the Supervisor's Discipline Procedure Checklist. It presented a process for common labor relations interactions, with decision points and alternate courses of action.

ALCOA stated their total satisfaction with training materials provided, saying that they were superior to those developed by the previous supplier.

What's your training need?

WordKraft supports clients with instructional development for employees and customers. You can rely on WordKraft to provide a total training package for operator/technical skills, leadership/supervisory skills and other topics. Working with your experts, we can develop an affordable, effective training approach. Call us or visit our website to learn more.

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