



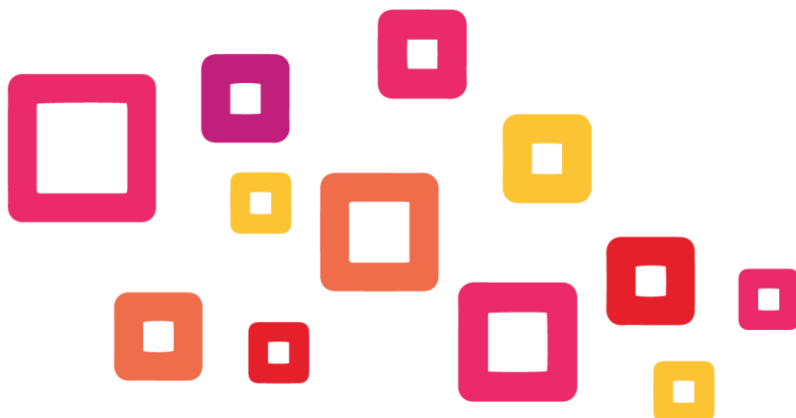
# Cre@

## SUBUNIT 4.3

# Evolving employees

Internal Communication

Teaching Case



## Introduction

The following unit is about applying the previously learned knowledge in a concrete case study. The basis for this case study is a fictitious company that deals with the presentation of difficult technical issues in companies.

## Description of the situation

### Your company

Your company is a specialized advertising agency that deals with the simple presentation of difficult issues. The company employs 10 staff members. The technical equipment is up to date and enables the implementation of all possible solutions. Although the company is considered to be very innovative, it is becoming increasingly difficult to find suitable employees. In addition, the pressure of the competition is increasing, which has already tried several competitors to copy the services. There are also plans to break new ground in terms of internal training measures. The way should go away from the classic frontal lectures to an experience-oriented training method.

### Target groups

The target groups of the company are primarily companies in the manufacturing sector. Lately, you have increasingly focused on graphic representations and solutions in the area of Industry 4.0. You definitely want to be part of this trend.

## Tasks

### The new platform for internal training

In the company you are responsible for the organization of internal education and training. In this context, you were confronted with the following situation. In the last year's training sessions, you have found more and more often that much of the knowledge that has been taught in the training courses already exists in the company. This is especially true for many areas of digitization. This internal knowledge base should now be available through increased internal communication, supported by an internal training platform. A major problem is the lack of motivation on the part of the employees to share their knowledge with others. In addition, the platform must be designed so that it is used gladly.

## Your tasks

Next week you will have the opportunity to present your first proposals for the development of the new internal training platform. The following conditions must be observed:

1. The platform must be very user-friendly.
2. The structure of the platform must motivate employees to use it as well.
3. The personal benefit for the employees to put their knowledge on the platform must be clearly recognizable.
4. The platform should incorporate so-called CTA's (call to action) elements that motivate employees to conduct in-depth research on specific topics.
5. The new platform also aims to install new ways of communication. Concerning the topic CTA, the following Internet sources serve as suggestions:

- <https://www.crazyegg.com/blog/call-to-action-examples/>
- <https://www.process.st/call-to-action-examples/>
- <https://www.youtube.com/watch?v=LUsR0xmtJ8s>
- <https://www.youtube.com/watch?v=fMLyrcPUGxk>

The following specific tasks has to be done:

1. Develop a basic structure for the new internal training platform.
2. Develop 3 ideas for new communication channels for this platform that are different from traditional communication channels (e.g. e-mail).
3. Create an infographic showing the principles of CTA's.
4. Develop 3 concrete CTA's for the platform that motivate the employees to use it.
5. Develop 4 activities that motivate employees to share their knowledge on the platform.

Summarize all the tasks in a Power Point presentation. You can upload this presentation on the platform.