



Client: Imperial Tobacco

Type: Management Training

PROBLEM

Working with the Group Learning team at Imperial Tobacco UK (based in Bristol) we were charged with helping them make their management training more effective. Imperial Tobacco had a global roll-out of performance management training booked for approximately 1000 of their management population and came to us asking - how do we make this engaging?, how do we bring it to life?, how do we get people to really understand?.

SOLUTION

We created a series of "real life" (drama based) fly-on-the-wall style documentary business scenarios dealing with key management areas such as "team briefing", "customer service" and "appraisal". With a combination of in-depth scripting, great on-set skills and an effective edit process the end result was 5 scenarios with both good & bad variants and a cast of characters such as "Martin a man somewhat out of his depth" and "Vicky the power hungry exec". Subtitled into 12 different languages the videos were used extensively and internationally with all their teams - we even produced a video "in-character" from "Vicky" which was e-mailed to all those prior to their training sessions to warm them up!

BENEFIT

There have been a whole host of benefits for Imperial Tobacco so far and here is just some of their feedback;

"One of the things that impressed us was their ability to understand exactly what it was that we wanted to do. They have been hugely professional, very flexible, great value for money and the project did exactly what we wanted".

"What was beautiful about the videos were that they were culturally transferable"

"We got a lot more from it than we ever anticipated - We'd absolutely use you again."



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