



Freshfields

100% Effective

100% Effective Case Study Bespoke eLearning Development



CI Manager | Adam Marsland



Freshfields Bruckhaus Deringer LLP



eLearning Development

Refreshing CI at Freshfields

When Adam Marsland won one of the main prizes in our 2016 advent calendar, the free development of an eLearning module, we couldn't have been more pleased. Having taken his Lean Six Sigma Yellow, Green and Black Belt training with 100% Effective, we have seen many of his successes and were excited to have another opportunity to work with him again.

Now the Continuous Improvement Manager at Freshfields Bruckhaus Deringer LLP, Adam's prize would prove of great use. In fact, with the organisation 18 months into the redevelopment of Continuous Improvement training material, the free eLearning module couldn't have come at a more appropriate time.

Refreshing CI at Freshfields

Continuous improvement plays a vital role in both the preservation and growth of Freshfields' high reputation. The international firm's focus on efficiency, quality and ultimately the client is all part of a strong CI culture, one that is embedded early on in every employee's career. It is this vital introduction of Continuous Improvement early on in an individual's Freshfields career in which Adam and his team decided to invest his prize.

Based in Freshfields' global centre in Manchester, the Continuous Improvement team consists of four members. The use of online training offers the team a practical and effective way to spread their message and educate new starters on their role in Freshfields.

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"Certainly here in the Global centre, Continuous Improvement is one of the main points we strive towards and having the ability to effectively communicate that out to hundreds and hundreds of staff members is obviously a great asset."

"It's really important that [Continuous Improvement training] is offered as part of the induction. It opens up the avenue to allow people to contribute towards Continuous Improvement and put [the CI team's] flag in the ground in terms of letting people know we exist, what we do, some of the ways our people can help and how we can help them."

- Adam Marsland, CI Manager at Freshfields

While Freshfields already had an online Continuous Improvement induction module, Adam and his team were aware that it could be improved. The 100% Effective development team were tasked with transforming the module into an interactive and engaging experience that the CI team could rely on to effectively communicate their message and inspire new starters.

With a talented in-house development team, 100% Effective are capable of creating impressive eLearning programmes on almost all topics and from the simplest of starting points. However, as a Business Improvement organisation, the team were in a fortunate position of already being extremely familiar with the chosen topic.

This knowledge level, along with the existence of a current Freshfields eLearning module to work with, made for a short but successful development process.

To start the process, the development team ensured a strong understanding of Freshfields' expectations, including technical elements and Freshfields' brand guidelines. As with all 100% Effective bespoke eLearning development projects, the level of collaboration was dictated by the customer. In Freshfields' case, the level of contact was to be focused on quality over quantity, with few but thorough meetings scheduled throughout the process and one final review to complete.

Developing the module



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"Following our efficient approach using various Lean tools, we were able to deliver the project ahead of schedule. We understand the importance of brand, which is why following brand guidelines is paramount. This was a fun, fast and rewarding project."

Chris, Head of Web and eLearning Development at
100% Effective

When asked about how the Freshfields team found the development process, we were happy to find that Adam was full of praise: "Really easy. We basically gave the current eLearning module, provided a few updates, direction with regards to the branding, and then just made a couple of slight amendments to slides.

100% Effective just went and did it, and did it as quickly as they said they would. There was no hassle, no difficulty, it was just really easy."

The Future for Freshfields

The Continuous Improvement module is now complete and ready for use across all Freshfields' offices. When Adam was asked whether he was pleased with the overall result, he had

this to say: "Completely. Everything matched up as we expected."

We are so pleased to have provided such a well-received module and are looking forward to checking in with Adam and the team to hear about all the benefits achieved with their new and improved eLearning.

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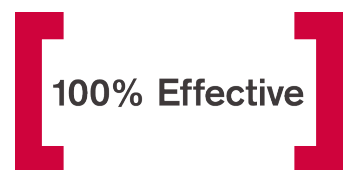
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