



[Working with you
to deliver solutions]

CASE STUDY

Manchester City Council

Manchester City Council use e-learning to embed corporate values across the organisation.

Background:

Manchester City Council (MCC) employs over 25,000 full and part time staff. The Council recognises that one of the most important foundations for organisational success is a common sense of purpose, where all staff understand what is expected of them in terms of both performance and behaviour.

Although the MCC corporate values had been communicated to all staff, an IIP assessment and staff opinion survey in 2005 revealed that while the values were well understood by senior and middle level managers, team leader level managers and their staff were not as aware of their scope and purpose.

“Bespoke e-learning provides a highly effective communication media for strategic business initiatives”

Solution:

Keystrokes, together with their technology partners, proposed an e-learning solution. This included the design and development of a 1½ hour e-learning course and an online Virtual Learning Environment (VLE) which was used to deploy the course and track the progress of each learner.

Keystrokes developed the e-learning content to really engage staff and enable them to see the power and purpose of the corporate values. The course content was divided into bite-sized chunks with a module for each value. Each was brought alive by clear examples that learners could identify with, interactive exercises and the chance for learners to contribute their own ideas. The VLE captured these ideas and allowed them to be shared with other learners –staff felt involved and the course became a dynamic record of their ideas and opinions.

“Innovative add-on tools allow the course content to be changed – so it becomes a valuable resource for the future”

Benefits:

- A common understanding and sense of purpose achieved.
- Valuable staff responses captured.
- The VLE has been used to deploy and track many other in-house e-learning courses

Keystrokes have provided additional e-learning tools to allow the course content to be maintained internally. The course has now become a sustainable resource for staff induction – continuing to add value in the future.

