

Corporate



LINE

Our work in the corporate sector

LINE has been working in the corporate sector since 1990. Our work ranges from setting up individual courses or communications programmes through to developing complete learning academies.

In our view business can be much smarter about aligning strategic business objectives with a coherent learning strategy. This, in turn, can be combined with much more creative use of new technologies and interactive media. We have helped a number of companies develop their strategy applying such approaches.

We design and develop custom solutions to solve particular business issues. Our clients find that this is where they achieve greatest business impact. We help to maximise that impact by testing with the target audience at key intervals in the project.

Our current clients include Anglo American, BP, Brammer, BT, Ford, Lafarge, Reed Elsevier, Standard Life, Tele Atlas and Volvo Car Corporation.



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Lafarge: Quality First

As part of a wider quality initiative Lafarge needed to communicate with 7,000 people worldwide. This programme teaches the importance of quality at each stage in the product lifecycle and uses video and multimedia to bring this to life. It has been translated into 6 languages. The project also includes an entry level LMS to register, track and record feedback.



Reed Elsevier: Induction

Reed Elsevier is a world leading publisher of information for professional users. They have four different operating divisions as a result of many acquisitions resulting in a variety of cultures. LINE created a global induction programme to address this variety of cultures, celebrating this rich diversity in stories from all over the world. We collected 70 different stories covering the Science & Medical, Legal, Education, and Business fields.



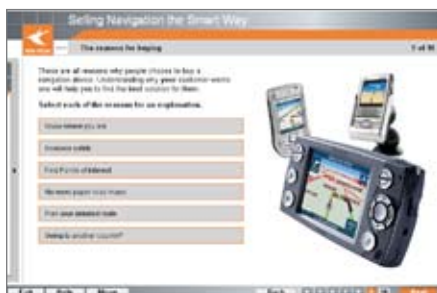
Volvo Cars: Interactive Service

Introducing a new approach to Customer Service into dealerships requires a balance of strategic communications and effective learning design. LINE worked with Volvo Cars to develop a blended approach that combines workshops, training packs and an e-learning solution to deliver their Interactive Service programme – leveraging the key messages of customer and dealer benefit throughout to gain maximum buy-in from the outset.



Tele Atlas

LINE developed an e-learning infrastructure strategy for the whole company and then went on to develop classroom and e-learning materials for sales people in retail outlets all over the world. These incorporate an interactive presentation system, screen based games, printed material, scenario cards, group quizzes and dynamic sales scenarios. LINE also implemented the programme and learning management system in seven languages.



BP: Safe Happy Fast

Aimed at 18,000 First Level Leaders in BP this programme takes the essence of the leadership lessons coming from BP's entry in the BT Global Challenge yacht race. Delivered via web and CD the course is designed for both individual and group use (with facilitator guide).

Winner IVCA Gold award



Our areas of work

Consultancy and Services

- Learning and communications strategy
- Marketing communications
- Training

Content Development

- Design (user centred design / interface design / communications design)
- Development (instructional design / e-learning development / websites / blended learning)
- Implementation and support

Technical Solutions

- Infrastructure solutions (LMS/LCMS/CMS)
- Technical consultancy

What drives your business?

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