

# Corporate



## LINE

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### 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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## Ford of Europe: Feel the Difference

Ford's aim was for their staff and customers to understand the emotional appeal of the Ford brand. The resulting 30 minute 3D programme uses an upbeat and fun tone, while using real-world images to ensure credibility. It has now gone live across Europe in English, German, French, Spanish and Flemish, and is entering it's second phase with LINE.



## 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.



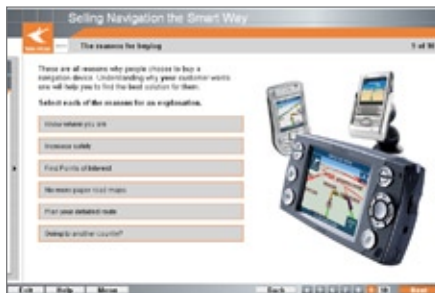
## National Australia Group of Europe: Health and Safety

LINE assisted NAGE in moving from traditional classroom delivery methods to online delivery with this e-learning course, which advocates a proactive approach and recognising potential hazards before they occur. The two hour interactive programme also provides offline activities and performance aids for the users to apply their knowledge. Five modules have now been launched and LINE have been commissioned by the group for future work.



## 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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