



# CASE STUDY

## City of London Corporation

The City of London Corporation has long recognised that, as a world class organisation, they needed to define not just what they do but how they do it.





## Challenge

In order to support and embed this belief within their organisational culture, The City of London Corporation decided to introduce a set of Behavioural Values that would draw out and highlight particular behaviours in their existing Performance Development Framework.

Deciding to develop a full communications campaign, they wanted to ensure that all staff would be made aware of the Values and understand their meaning. The organisation's Chief Officers decided on three behavioural values – 'Lead, Empower and Trust'.

The idea was to develop an e-learning module that would:

- Be the most effective means of reaching a large number of staff
- Have a rapid and effective roll-out
- Provide a rich and engaging learning experience

## Solution

We worked with the team at City Corporation to create an engaging online training module, built-in Adapt Learning, that gives the learner access to the content across multiple devices.

The module tells the stories of recent projects undertaken in the City Corporation where the Values were evident in the way that staff worked together. While some of these stories had far more detail than could be included in the module, the instructional design team skilfully brought out the essence of the Values while keeping the narrative brief.

## Impact and Results

This online training has had a positive impact on the organisation. Staff can be seen wearing their lanyards with the Values branding in all areas of the organisation and the module has helped them to make the link and articulate the meaning behind the Behavioural Values.

The overall campaign is having the desired effect of making the Values a talking point. The words 'Lead, Empower and Trust' are increasingly being used in workplace language which is helping to have a constructive effect on culture.



We wanted to use e-learning to more effectively communicate our organisation's behavioural values – and working with Learning Pool enabled us to do exactly that.

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