



INDUSTRY NAME

Global Hospitality Group

LOCATION

Global

PLATFORM

Articulate Storyline

SERVICES

eLearning Concept, Development, Voice-Over

SETUP

Create eLearning Modules based on internal content for the existing Learning Management System Portal.

- **LMS:** Success Factor
- **Content Development:** Articulate Storyline
- **Video Editing:** Adobe Premiere Pro
- **Animations:** Adobe After Effects

Bringing Career Development to Life Across Teams

In an industry where performance depends on skilled, motivated people, but where staff turnover remains high, a leading organization recognized the need to take career development more seriously. The goal was clear: help employees understand how they can grow, while ensuring leaders actively support that journey.

The challenge was not just creating content, but aligning everyone, leaders and staff, around a shared understanding of roles, expectations, and opportunities. Career growth needed to feel real, structured, and accessible across the organization.

To address this, the company introduced an eLearning program designed for scale, reaching around 15,000 users each year. The module explained how career development works within the organization, what each stakeholder is responsible for, and how individuals can take ownership of their progression.

Built around internal programs, company terminology, and familiar visuals, the content was shaped to feel relevant rather than generic. It combined structured learning with relatable scenarios, helping employees connect the concepts to their daily work.

The result was a more informed workforce, in which both managers and employees had a clearer view of how careers can develop within the organization and what actions are needed to move forward.

Globibo creates industry-specific eLearning content templates with internationalization and scalability capabilities backed up by technical platforms and staff for fast-paced delivery.

Fun & effective Corporate Training to maximize the Potential of People & Organizations

Users

15,000
Per year

Platform

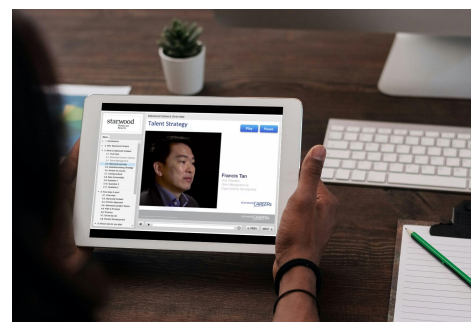
Articulate

LMS

Success
Factor

Module

3





MANAGEMENT OF CHALLENGES

Stakeholder Management

A training program with such reach has many stakeholders. Regional Leaders, Local Leaders, subject-matter experts, etc.

Consolidating the feedback and finding the agreement of all stakeholders on a final product was a tremendous feat of organizational intelligence.

BEST EXPERIENCE

Superior Brands have very high quality and design standards. While it is difficult to align many stakeholder and balance content with great design, the final product was just beautiful.

The entire team looks back at the end-product with pride and joy. The journey may have been painful but the result will stand the test of time.

ROLES / TEAM MEMBERS

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A successful event hinges on teamwork. Effective collaboration, clear communication, defined roles, and meticulous planning contribute to seamless execution. Each team member's expertise, dedication, and synchronized efforts create an unforgettable experience that meets objectives .

01

Project Manager

The overall Project Manager managed the communication between the Client and 6 internal functions that were involved in the development of the eLearning modules

- Learning Design
- Content Development
- Programming & Animatoins
- Voice Over
- Design and Q&A
- Infrastructure

02

Client

The client company played an essential role in providing insights and guidance throughout the design process, contributing to the overall success of the eLearning Series.



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