# GLOBIBO

**INDUSTRY NAME**

Multinational Pharmaceutical Company

**LOCATION**

India

**PLATFORM**

Articulate Storyline, Adobe Captivate

**SERVICES**

eLearning Program Development

**SETUP**

Publish 1 General and 5 region-specific eLearning modules within the internal Learning Management System and allocate them to key staff.

**CHALLENGES**

1. Contextualization of Content to different particularities of stakeholders in target markets (Clients in the Middle East, Europe, Americas, and Asian regions)
2. Integration of representatives from different locations, and personal perspectives to potentially emotional topics

The company accelerates access to affordable and innovative medicines because Good Health Can't-Wait. In pursuit of providing affordable and innovative medicines for healthier lives, the Client targets to create an environment of innovation and learning while continuously reaching for higher levels of excellence.

## Scale-up Cross-Cultural Communication Competence

A program was designed to support staff and managers worldwide in developing specific skills to strengthen communication with key stakeholders.

The program was split into an overall (General) module to create sensitivity about cross-cultural differences and regional-specific programs. The target group would be exposed to the general module and subsequently focus on their specific regional demographics.

- General CCT
- China
- ASEAN (focus Vietnam, Thailand, Malaysia, Myanmar)
- Africa (focus on South Africa, Algeria, and Morocco)
- LATAM (focus Brazil, Columbia, Chile, Jamaica)
- India
- CISR (focus Ukraine, Kazakhstan, Belarus, Romania)

The content for the general and regional modules was based on the content and design templates available at Globibo.

Globibo makes amazingly fun & effective Corporate Training Solutions to help Clients maximize the Potential of their People & Organization.

Cross-Cultural Competence is one of the key elements of international business and our overall Communication Curriculum

**Modules**

7

**Frames**

300

**Target Students**

24,000

**Regional Teams**

5

## ROLES / TEAM MEMBERS

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The scope of this project included many regions and countries, and integrating the perspectives of all local teams was important to finalize the program and specific content. While each location had its particular perspective, all the content had to be aligned to an overall structure and pedagogic concepts.

**01** | **Account Manager**
First responder to the client's inquiry, understanding the project's requirements and maintaining constant communication and coordination with the client during all development stages.

**02** | **Technical Project Manager**
Coordinated the required resources for the project according to the client's requirements. Reacted to any changes to the project requirements and was the intermediate point of contact between the Interpreters to the client.
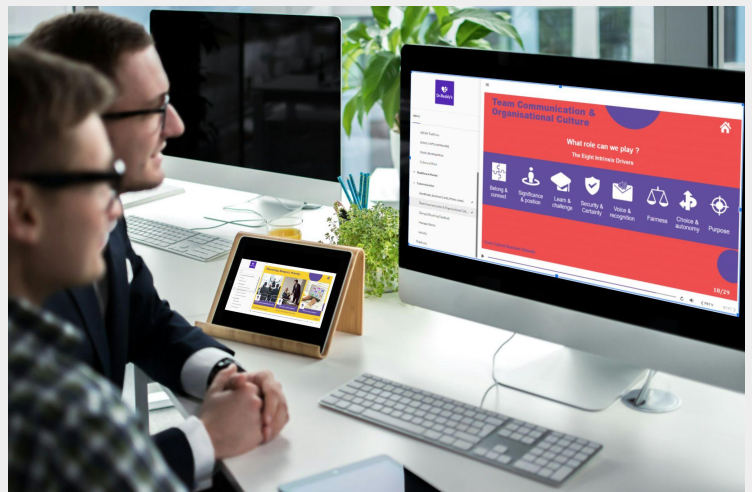
**03** | **Content Managers**
Balance content quality & quantity, concepts, and frameworks based on local and regional subject-matter experts and feedback from client representatives.

**04** | **Other Roles**
Storyline Developer, Captivate Developer, Voice-over Talents, Audio Engineer, Video Engineer

## MANAGEMENT OF CHALLENGES

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The content of Cross-Cultural Communication is always exposed to the risk of being

- Biased based on personal opinions and experiences
- Risk of creating generalizations

It is vitally important that international programs like this have the local buy-in from senior managers. On the other hand, those senior managers may have a very personal view on the content. To balance the personal views of specific team members and retain a global framework, many personal discussions were needed to onboard individuals and integrate their perspectives into the final product.

Furthermore, the general content had to be put into the context of the organization and the vision of the senior management team. Several videos were recorded and integrated into the content to give a personal perspective of the content.

## BEST SOLUTIONS

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During the project's implementation, the company created a new global corporate design guideline. The eLearning modules were the first to consistently apply the new design throughout their material.

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