



CASE STUDY

ConAgra Foods

Transforming a Safety Manual
into Engaging Training

A little background information

ConAgra Foods

You probably know these good folks, and if you don't, you've definitely tasted some of the company's products. More than 23,000 employees around the globe manufacture brands for 97% of America's households. With annual sales of approximately \$12 billion, ConAgra Foods is one of North America's leading food companies. The Consumer Foods segment includes brands such as Egg Beaters, Healthy Choice, Hunt's, Orville Redenbacher's, and PAM.

The Story

Problem

For years, ConAgra required employees and visitors to read a safety manual for worker safety and visitor awareness training. While necessary to comply with regulatory requirements, this wasn't the best introduction for business associates. It wasn't an audience friendly approach or one that accurately reflected the warm corporate personality of one of America's most transparent, engaging companies. Plus, it was old and simply not very innovative, and it signaled to visitors a lack of consideration. There was a mixed message; the safety manual content was critical enough to warrant the training, but not important enough it seemed to invest in providing a better experience.

The quickest way to ruin a training experience is to bore your audience to death. Rather than communicate critical information in a way that connects with the audience and show a respect for its time, the information in ConAgra's safety manual was presented in such a linear, monotonous format that readers had difficulty retaining information about essential safety standards. ConAgra realized that for employees and visitors to actually learn something from the training, rather than going through the motions to satisfy regulatory requirements, the information presented in the manual needed to engage the audience more efficiently, using dynamic content.



Client Focus

The experience of working through the safety manual was indeed a necessary evil, the content it covered was essential to safety awareness when navigating ConAgra's facilities, but with a little creativity, it could become less of the burden that employees and visitors had come to resent. The exercise was needlessly long, which slowed the experience and siphoned time away from employees who had other tasks to complete, making it inefficient and costly.

Solution

ConAgra wanted to provide a better introductory safety experience for guests and employees, with a smarter approach. The company was looking to develop two custom safety training courses drawing from the material in the old safety manual. One course would cover basic office safety training for ConAgra employees, to comply with safety audits and reporting. The other course would be for safety awareness, always an important topic at the high-risk manufacturing environments operated by ConAgra, to ensure the safety of all visitors.

First, Vivid researched the safety manual and worked with ConAgra project leads to identify only the most relevant, necessary material for training conversion; to translate into a more efficient experience, it was important to cut and condense the old content wherever possible, to keep employees and visitors engaged and focused on core concepts.

Then, working with a revised set of core content that satisfied critical regulatory requirements, Vivid's instructional designers went to work creating courses targeted to connect with each audience. Using short films, interactive graphics, and synching text with audio commentary, Vivid built a custom safety training program that emphasized a conversational approach.

For the employee office safety course, 'find it' activities, where the audience is shown a scene and asked to identify elements from the training material, held attention and made the experience more enjoyable through interactivity. In the visitor safety awareness course, 'click and learn' activities, where the audience clicks on ConAgra employees to learn about specific roles and responsibilities, built a quick familiarity that mirrored the personality of the brand and enhanced the experience of dialoguing with the company.



In taking an uninspiring, mandatory training experience, and moving it online to incorporate creative digital media, Vivid increased the efficiency of the program and made the experience memorable, for an approach more representative of ConAgra's promise to its consumers and business partners.

Results

Return on investment? A more engaging, memorable safety training experience, recovered a substantial amount of time and productivity ConAgra was losing through the old safety manual exercise. And time, as we know, is money. With a shortened training time for each course, the gain in efficiency translated to savings on the operational end.

In addition to dynamically presenting important information, the courses improved brand awareness, internally and externally. The courses were designed to communicate ConAgra's brand identity to a broad audience, from employees at ConAgra's corporate office, to visitors at food manufacturing facilities, all while improving safety performance.



Vivid Learning Systems

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1 800 956.0333