



CASE STUDY

Lamb Weston

Custom Training for Highly Complex Concepts

The Story

Problem

Lamb needed to train its engineers in critical new processes related to building, retrofitting, and repairing, complicated food manufacturing systems responsible for the success of several key product lines.

The content involved complex mathematical equations, technical information concerning diagnostics and specifications for specialized parts. An audience that is notoriously mischaracterized as difficult to connect with, engineers relate well to visual content, simple graphics, and clear technical writing. For Lamb Weston, the training content needed to be communicated to engineers in a way that was accurate, engaging, and understandable.

Developing a custom training program for that content seemed difficult enough for the team at Lamb Weston, but delivering the program to engineers working and traveling all over the country was another puzzle altogether, one that left some wondering if the idea might justify the logistical expense of intensive live training that would sideline that part of the workforce and slow productivity; a traditional live training experience was thought to be the only way to make the training program work.

Lamb Weston's primary purpose behind the project was to provide a standardized training experience for the engineers who build, repair, and retrofit the complex manufacturing equipment. The rationale was that offering a uniform training experience would save the company time, creating efficiency by cutting the troubleshooting time for different tasks, and answering common, anticipated questions, clearly. A training program for this content would also serve as an on demand reference serving the engineers with an instantly accessible knowledge base when working in the facilities across the country.



Client Focus

Lamb Weston's expectations for this training program were that it would increase employee productivity and decrease time spent repairing the machines—ultimately benefiting the company's bottom line, securing the profitability of key products lines.

Solution

As with any major project, Vivid started with a research effort to define the problem, determine the solution, and identify the best way to connect the complex technical material with Lamb Weston's engineering force. The research formed the basis of a project plan that established clear, objective goals for the training.

Vivid proposed custom online training, to greatly simplify administration of the program, and get a handle on resolving the concerns around providing this special training to workers spread across the nation. Vivid offered its 'built from scratch' Safety Training System, designed by training professionals to increase accountability and make running a modern training initiative, easy.

Working with Lamb Weston's team to identify core content, Vivid's instructional designers went to work creating a program targeted to connect with the engineering team. The courses would provide the tools, techniques, and basic design concepts to help engineers work through tasks involving the complex food processing equipment. Using short films, interactive graphics, and smart technical writing, Vivid built a custom training program that was focused on engaging the core audience of engineers, a group of skilled, 'hands on' technicians.

The custom program consisted of two courses, with content covering basic system design, conveyor design, mass and energy balance diagrams, sizing for heat exchange components, circulation rates, and calculations for exhaust systems, as well as instrumentation and control components. Complex stuff, right? While most of the program was delivered online, the courses were designed to allow for interaction and mentoring with senior engineers, to facilitate deeper understanding when necessary, and provide realtime design opportunities.

Running through Vivid's Safety Training System, administering the courses was simple; tracking training, assigning courses, completing recertification, and just getting a handle on the program,



was made easy on the administrative side. Engineers at Lamb Weston could take the necessary training anytime it was convenient for the company, from anywhere an internet connection could be established in the field, and on mobile devices like tablets and smartphones. And no matter where or when training was happening, the secure stream of data through Vivid's Safety Training System, the 'whose doing what' details essential for true accountability, never stopped updating in realtime.

Results

Return on investment? The custom training program was a success based on the feedback from Lamb Weston's senior engineers, supervisors, and managers, all especially pleased with the interactive graphics designed to make complex calculations understandable, interesting, and relevant. But the efficiency of the online training program, as a living resource, saved Lamb Weston a lot of money in logistical expenses for alternative, live classroom training, from travel costs to per diem, and lost productivity.

The on demand training experience, available anywhere, anytime, made Lamb Weston a more efficient enterprise, reducing operational expense.



Vivid Learning Systems

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