



How a Fortune 500 company transformed their 3-months onboarding program to immersive digital learning experiences

Induction & Onboarding: Financial Services



Driving excellence through innovative learning experiences



Introduction

As Gen Z, the digital native generation, enters the workforce, organizations must adapt their training methods. Traditional approaches may not resonate with these learners who possess unique characteristics.

- Limited attention span
- Need for instant gratification
- Non-monotonic experiences



By implementing innovative learning strategies, organizations have an opportunity to create a more engaging and effective training experience for Gen Z, fostering a more productive and enthusiastic workforce.



Background

A forward-thinking Fortune 500 company recognized the need to modernize their onboarding process. Their traditional 3-month fresher induction program, while established, lacked the flexibility and engagement needed for the current generation of new hires.

Here's why they wanted a digital, self-paced learning experience:

- Promoting Self-Paced Learning
- Increased Effectiveness and Engagement
- Evolving Learning Trends and Technologies



This decision demonstrates the company's commitment to providing its new hires with a more engaging and effective learning experience, ultimately leading to a smoother transition into their new roles and boosting overall employee satisfaction.



How Ventura crafted a perfect solution

We tackled the challenge of creating an engaging learning experience with a dynamic approach that blended scenario-based learning with gamification elements. This innovative combination offered learners several advantages:

- Real-World Simulation
- Gamified Motivation
- Practice Opportunities



This multi-faceted approach ensured learners not only received the information but also had the opportunity to practice applying it and re-visit the content when needed, ultimately leading to a more well-rounded and engaging learning experience.



Strategies used



Whiteboard
Animation



Interactivity-driven
Learning



Scenario-based
Learning



Experiential
Learning



Gamified
Learning

The learning experience went beyond traditional methods by immersing learners in practical scenarios. This active engagement allowed them to:

- **Apply knowledge in a safe environment:** By facing realistic simulations, learners could test their understanding and make choices with minimal consequences. This practical application solidified their grasp of the concepts.
- **Develop critical decision-making skills:** The scenarios required learners to analyze situations, weigh options, and make informed decisions. This fostered the critical thinking skills necessary for real-world application.

Further boosting engagement, the program incorporated gamified elements. These elements provided several benefits:

- **Motivation through competition:** Gamification elements like points, badges, or leaderboards fostered a sense of healthy competition, motivating learners to progress and excel.
- **Immediate feedback and recognition:** The game mechanics often provide instant feedback on performance, allowing learners to gauge their progress and identify areas for improvement.

The combined impact of these strategies was significant. Knowledge retention and completion rates improved as learners were actively engaged and motivated. This not only led to a more successful learning experience but also created a more enjoyable environment, fostering a positive association with learning itself.

