



OC Tanner Aims to Empower Learners to Create Great Work

OC Tanner
Best Advance in Custom Content
October 2017



Company Background

O.C. TANNER appreciate.

Company At-a-Glance	
Headquarters	Salt Lake City, UT
Year Founded	1927
Revenue	\$380M
Employees	1,650
Global Scale	Worldwide
Customers/Output, etc.	Clients include PepsiCo, PepsiCo, Norton Healthcare, U.S. Bank, Bayer Canada, SkyWest, Home Depot, Texas Roadhouse. Services: HR consulting, training, and employee recognition services.
Industry	Human resources consulting
Website	http://www.octanner.com

Budget and Timeframe

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Overall budget	\$100,000
Number of employees involved with the implementation?	10
Number of Operations or Subject Matter Expert employees involved with the implementation?	2

Number of contractors involved with implementation	3
Timeframe to implement	1 Year
Start date of the program	May 2017

Overview

After conducting the Great Work Study, OC Tanner EVP David Sturt wrote the book, *Great Work*, to present five skills that can help anyone create innovative work. The OC Tanner Institute wanted to create a suite of digital resources to complement the Great Work product line, beginning with seven gamified modules.

Great Work maintains a diverse global audience, drawing clients from a wide range of industries, including health care, mining, financial service, IT, and hospitality. Due to this, OC Tanner sought training resources that could be created with sensitivity to usage in diverse cultures, industries, and socioeconomic groups (i.e., blue to white collar, entry-level to executive). Additionally, the materials would need to be relevant, useful, accessible and offer opportunities for practice on applying the Great Works skills.

By developing these modules, OC Tanner set itself apart in the marketplace with learning programs that go beyond rote learning of concepts and, instead, focus on action-based, engaging, real-world application.

Virality, relevance, and brevity would be essential for the success of the modules.

Learning Objectives

The goal was to springboard off OC Tanner's proven HR concepts and specific objectives by designing seven gamification modules to be used in *Great Work* eLearning. The modules needed to be fun, engaging, and provide real life and business results that would have a lasting effect on learners.

The company wanted learners to walk away feeling that the training was absolutely worth their time and had valuable, retainable information they can use over and over, allowing them to feel passionate about recognizing solutions that motivate and support performance.

Each of the seven modules would tie into a specific objective.

“Reframe your role” is a concept that illustrates a way in which difference makers learn to think. Reframing describes a shift in mindset to a positive, difference-making view of work. One area of focus for OC Tanner and partner, AllenComm, centered on a coal worker who reframed his job from “just digging coal” to the important responsibility to “keep the lights on.”

The OC Tanner team wanted to demonstrate this fresh-look perspective by providing interactive examples. One key goal of the program targeted more common job roles (e.g., call center workers, bank tellers, warehouse managers) with the goal of showing that even simple jobs can be reframed.

By the end of the training, learners should find more appreciation for their occupations and the occupations of others by connecting with a grander purpose of their jobs (e.g., the social benefit, the potential to make a difference, etc.).

Work with What You’ve Got

Work with What You’ve Got is a concept that illustrates a way difference-makers can learn to think. This activity helps learners recognize what thought patterns and attitudes contribute to mastering this skill by showing examples of how others have worked with limitations and then asking learners to evaluate what factors contributed to the Great Work outcome.

Asking the Right Question

The goal of this module is to reinforce the key behaviors of pausing and reflecting before taking action. Learners also need to become familiar with the various skills associated with “Asking the Right Question” and how those skills influence the outcome of a project.

The core questions emphasized in this module would be largely reflective. Questions such as “What difference can I make? What’s my end goal? What difference would my audience really love?” will be key to the success of the module. The outcome of the module is that learners get into the habit of pausing at the beginning of a project and considering what result would be a difference people love.

Talk to Your Outer Circle

Here, learners explore and evaluate how engaging a diverse range of people can improve an idea. Specifically, this module illustrates how great work can come from working with:

- Competitors.

- Connections made via multiple degrees of separation.
- Reaching out to “unattainable” people.
- E-based connections.
- Diverse global connections.

See for Yourself

“See for Yourself” means two things. One is to go out and see what is happening with a product, service, or whatever it is the learner has created. The other is to try to change the perspective on how to approach a task, product, project, service, or whatever has been created. The purpose of both is to see what is really happening out in the “real world” so the learner can, in turn, incorporate changes or make adjustments that lead to the creation and/or improvement of something that will benefit others – something that “makes a difference people love.”

Improve the Mix

This section is about discovering the optimal combination of elements of an idea, which may require adding, removing, or combining individual elements in ways that make for a better fit. It’s about becoming an expert in the way things work together to obtain the best possible mix.

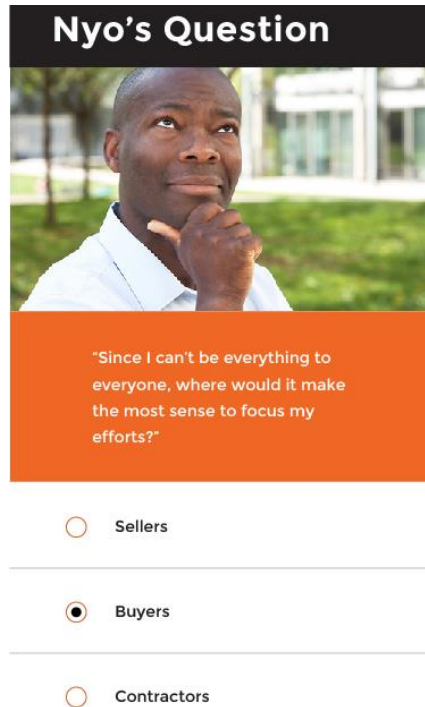
In this module, learners consider the potential impact of individual elements on the larger idea while working to achieve harmony. When learners complete the module, they will have altered the mix through attempts to reach the highest return possible.

Deliver the Difference

The focus here for the learner is knowing that a meaningful difference has been made. Learners must weigh the situation presented in the scenario and make a call: Has the right difference been made or hasn’t it? The challenge of determining whether or not the “difference has been delivered” provides learners with a safe environment to test their ability to evaluate the success of a project/idea and give them the opportunity to explore numerous outcomes, increasing the game’s replayability.

Screenshots

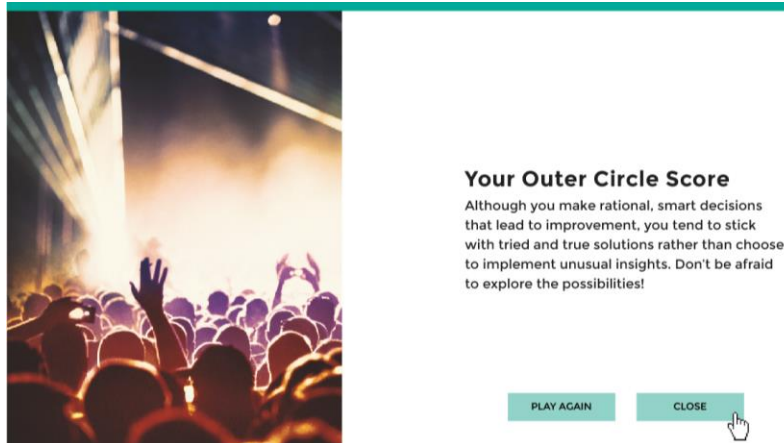
Figure 1: Ask the Right Question - Mobile Version



Source: Tanner OC 2017

Here is an image from the desktop version of the course.

Figure 2: Outer Circle Section – Desktop Version



Source: Tanner OC 2017



Figure 3: Reframe Your Role – Mobile Version



Kitka works for a hair styling corporation providing products and training to millions of stylists and hair professionals around the world. Because she leads so many trainings, she is seeing places in the presentations where the content can be improved.

WHAT CAN SHE DO TO BRING NEW LIFE TO HER WORK?

- Suck it up and do the presentations
- Request time to brainstorm new presentations with superiors



Source: Tanner OC 2017

Figure 4: See for Yourself – Mobile Version

Click on the location you want to explore first.

You can go to the drawing board at any time.



Source: Tanner OC 2017



Overall

This course was designed with specific nuance around the book, *Great Work: How to Make a Difference People Love*, by David Sturt, and focuses on expanding the influence of a job, going beyond what's expected, and creating improvements that benefit others.

Currently, Tanner OC is awaiting the course's results, and discussions have begun on a possible next phase.



About Brandon Hall Group

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