



CLIENT SPOTLIGHT

Adaptive Learning for PUMA

PUMA is the third-largest sportswear manufacturer in the world, renowned for fashion-forward high functioning sports and lifestyle products. The PUMA Compliance team wanted to create an online refresher to support their existing Code of Ethics training.

Challenge

PUMA's bespoke training needed to achieve several goals:

- Provide a completely 'on-brand' e-learning experience, reflecting PUMA's forever faster sports and lifestyle strategy
- Recognise employee and customer diversity more fully in all imagery, representations and delivery in 12 languages
- Respect each learner's time and take account of prior knowledge
- Focus on key risk behaviours

Solution

In the spirit of valuing the time of colleagues and rewarding those with prior knowledge, Skillcast created an adaptive course with a pre-assessment.

The gamified assessment put the learner into a realistic scenario for their business where they had to decide if the situation presented a possible ethical breach of the PUMA values and ethical behaviours.

Those passing the pre-assessment took a fast-track 10-minute version of the course. Others were routed to the full 22-minute course consisting of four key risk topic

areas, with each section clearly stating the completion time. Learners' progress was bookmarked to allow them to return when it was convenient.

Within the course, each learner could choose their language and even switch between languages from page to page. This provided a great learning experience whilst providing a unified management report.

Images sourced from PUMA were inserted into the course to better match the client's corporate identity.

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For us, it was critical that the learning really matched the expectations and style of our people. The average age of PUMA employees is just 31. Skillcast really identified what would work best with our audience. The tone of voice and use of PUMA imagery really helped put the learning in the context of our job roles and embedded our values and ethics. The feedback was outstanding.

Dr. Raliza Koleva

Chief Compliance Officer, PUMA

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