



Improving Communication at Ofcom

How Imageframe's readiness program ensured efficiency, productivity and collaboration among team members

The regulatory body Ofcom is all about communication. So when it came to training their 900+ strong team in seven locations, on how to use Windows 10 and Office 365 on their brand new Microsoft Surface Pro 4 devices (SP4s), we knew we had to get the message across in way that was easy to understand.

"When it's this many people, in this many locations," says David Cattanach, Imageframe's Director, "it all comes down to careful planning and attention to detail. Luckily, at Imageframe, we have bags of experience delivering these types of training programmes. It's why the Microsoft Consulting team recommended us to Ofcom in the first place."

Creating a buzz

The content of every readiness program is tailored to the client. We worked closely with Ofcom to create a mandatory half-day session for all team members on the day they received their SP4s. This session was an introduction to their device, Windows 10, Office 365 and working remotely and gave staff enough information to get up and running.

"These sessions ran over a period of 3- 4 months," says Abi Bell, Imageframe's training manager, "and we followed them up with floorwalking to ensure everyone could do the basics." This

involved trainers from Imageframe walking around Ofcom's offices answering individual queries. "It's real-time problem solving," says Abi. "And it keeps productivity high."

And the training didn't stop there.

New ways of working

We followed this with 30 minute 'Lunch and Learn' sessions on particular topics including OneNote, Skype for Business and using the Surface Pen . As well as hour long sessions for 'Champions' where we went into the subject matter in greater detail.

We also ran a Buzz Day in two locations to roll out the social networking tool, Yammer, with repeated half hour sessions throughout the day, to generate awareness and excitement.

Finally, we created 30 reference guides and 10 elearning videos, with topics chosen by Ofcom. "These guides answered the most commonly asked 'How to...' questions", said Abi, "in order to reduce calls to the helpdesk."

Best case scenario

Once staff members were proficient with their new devices and software, Ofcom was keen to ensure employees used the tools consistently in order to increase efficiency, productivity and collaboration. To achieve this we designed and ran a series of scenario based training sessions.

UK-wide rollout

In total, we worked with Ofcom over a period of 15 months. 944 people attended the mandatory half day starter training and we trained staff members in seven locations across the UK including a monitoring station in the middle of a field of sheep!

Has the rollout been successful? Absolutely, according to Ofcom. Our carefully tailored Buzz Days and sustained training programme has given staff the opportunity to really understand the technology, ask questions along the way, get excited about something new and feel valued and supported.

"The programme we delivered catered for numerous learning styles and included videos, written guides, hands-on sessions and Q&A opportunities for specific questions. That felt really inclusive." says David. "And by delivering in multiple locations, it meant no one was in the company was left out."

Outstanding delivery

"As usual, our trainers did a fantastic job of communicating the most important aspects of the tech and getting people excited - whatever the location!" says Abi. 95% of respondents agreed or strongly agreed that the 'trainer was clear and spoke in a way I could relate to.'

The scenarios included:

- Smarter Meetings
- Productivity on the Go
- Effective Communications
- Finding and Sharing Information

For example, we'd look at how to set up and run a meeting (e.g. set it up in Skype and link to Outlook, then use OneNote for the agenda and minutes). And this style of training has proved particularly effective according to Abi. "Scenario training leads to behavioural change among teams because it feels 'real' to the users' working lives."



"Really helpful and engaging training."

"Top marks to the presenter!"

"Session was extremely helpful and everyone very approachable, thank you."

"The energy of the training provider made it more fun than it would ordinarily have been."

"Trainer was very succinct yet informative."

"Excellent trainers."

"Trainer was first class, easy style with a great knowledge of her subject."

Praise for our team from Ofcom staff