



## CHALLENGES

Create an orientation training program to meet EMCOR's business needs

Provide a cohesive view of the company's culture for all 30,000+ employees

## APPROACH

Create a "day in the life" theme with virtual tours of the company's four main divisions

Collaborate with EMCOR's instructional design team to develop robust interactions and additional learning experiences

Align training with EMCOR's business goals

## RESULTS

A blended learning program that introduces new hires to EMCOR and clarifies their role in this complex organization

Additional learning experiences delivered well within budget

Continued potential for increase in productivity and employee engagement

Long-lasting partnership between EMCOR and Michaels & Associates

“

We definitely got more for our money than we expected.

”

~ Director of Workplace Learning



## ORIENTATION TRAINING TO PROVIDE COMPANY COHESION

Listed among the Fortune 500, EMCOR is a global leader in construction, energy services and facilities management. The company comprises a corporate level group and three services groups: EMCOR Construction Services (ECS), EMCOR Energy Services (EES) and EMCOR Facilities Services (EFS). Together, these groups account for over 30,000 EMCOR employees.

EMCOR looked to provide a cohesive view of the company to all employees, regardless of their division, through an online orientation course. The primary audience of this course was new hires, but the orientation would also be made available to every EMCOR employee.

The orientation course was to be designed to meet the following business goals:

- Help new employees learn more about the multiple divisions within EMCOR.
- Develop an immediate connection with the EMCOR message.
- Enhance the EMCOR culture for all employees.

EMCOR's internal instructional design team planned to write the training storyboards, and they needed a team that could assist in brainstorming and develop a creative approach for interactive and engaging courseware. After discussing initial project details together, EMCOR selected Michaels & Associates as their development partner.



**“Shortly after starting the project I could tell that Michaels & Associates was the type of vendor I would not need to micro manage.”**

“They always delivered on time or early. They came to me early on with questions or concerns. They made great suggestions and I could tell they had taken the time to learn not only about this specific project, but about EMCOR overall.”

*~ Director of Workplace Learning*



#### **TEAMWORK SOLIDIFIES APPROACH AND ENSURES EASE OF DEVELOPMENT**

Early on, EMCOR's lead instructional designers and Michaels & Associates consultants worked closely to discuss outlines and identify ways to deliver a training course that was more effective and engaging than the typical “page-turner.” Together, the teams selected a “day in the life” theme for the training: course topics would be presented via virtual walking and driving tours. This theme incorporated the use of different mentors to guide the learner (or “new employee”) from one division to another through each of the four main company groups.

Throughout the project's design and development, the two teams worked comfortably together—meeting to review the EMCOR storyboards and devise a creative and blended approach for learners to interact with the content, while aligning with the overall business goals. The blended learning approach included online training with external job aids, 3D online brochures, animations, an interactive historical timeline, trivia quiz questions, worksheets with supervisor reviews and scavenger hunts on the company intranet and public websites.



**“Michaels & Associates did an amazing job of making all our ideas a reality and doing it under budget.”**

“We originally expected to get programmers who could help us implement our design for the online orientation. We got so much more! Michaels & Associates took our designs and made them much better.”

*~ Director of Workplace Learning*



### VALUE DELIVERED BEYOND CLIENT EXPECTATIONS

EMCOR was pleased that Michaels & Associates delivered a training course that surpassed their expectations. Originally, the client expected to simply have programmers who could help implement their storyboard design for the online orientation. Instead, the consultants at Michaels & Associates delivered training that was more robust and included more interactions and learning experiences than originally thought possible. Best of all, everything was delivered well within budget. New hires were able to experience realistic “day in the life” scenarios that took place in divisions across EMCOR. These real-life events gave learners a clearer perspective of their role in the company and the jobs performed across the entire EMCOR organization.

By providing this robust blended learning course, EMCOR continues to achieve additional value for their budget dollars with:

- Reduced apprehension commonly found in new hires.
- Increased understanding of EMCOR, including company leaders, culture and structure.
- Faster ramp up time and increased productivity for new hires and HR staff.

EMCOR knows that when new employees start off with an outstanding training experience, both the company and its employees can tap their greatest potential.