



Global Training Idea Challenge 2012 Winners!

The Global Training Idea Challenge was to design some creative media that would support one of our training courses (MS Outlook). The purpose of this media is to further enhance the training experience and understanding of this topic. We are very pleased to share our winning entry for the Global Training Idea Challenge, from Nancy Macera and Philip Wong from Mississauga, Canada. They worked together to produce this six minute video to help employees with MS Outlook.

Where did you come up with the idea of 'Trainnovation'?

"Trainnovation - The Coffee Break Series" -The word 'Trainnovation' was sparked from Phil. The word incorporates both Training and Innovation and these ideas together support both the delivery of the training required while incorporating an innovative form of delivering the information. It was a great way to inspire a fresh, up to date concept of training which complements Citi's fast paced and tech savvy world.

In an environment where time is of the essence and all Citi employees have full days, scrolling through endless power point slides and run on information without interaction or simulation practice is not always the most viable training medium.

How did you create your vision?

Phil is definitely a 'techy dude' with visual and artistic know how in the photo/video/creative world and I am the free spirited, joy pushing, happy go lucky chatterbox trainer. Together you can call us the 'dynamic duo'; it was a wonderful and creative collaboration. Our vision was to create a value added short training video concept that would be fun, informative and interactive! In doing so, we thought it would be a great way to start the day and get the wheels turning by watching a training video clip with relatable information over the first cup of coffee or tea.

The Global Training Idea Challenge for MS Outlook 2007 was a perfect start since all Citi employees utilize this email medium daily. We definitely wanted to keep it brief (less than 10 minutes); with enough information to offer useful tips and tricks, all while engaging the viewer and keeping their attention. We also wanted the training video to be as interactive as possible to resonate with the viewer, deliver value added information and be applicable to conducting day-to-day business for all employees.

What was your ultimate goal in creating this concept?

To give the viewer useful tools in the business world, keep the viewer engaged and coming back for more as we plan to include an upcoming series of short video clips from soft skill building to step-by-step system demos.



Nancy Macera & Philip Wong

To check out the video [click here!](#)

