

SOX e-Learning Course for Lafarge North America

The Client's Challenge

Lafarge North America, as an international supplier of aggregates and cement, employs a fleet of drivers and their supervisors. The Sarbanes – Oxley legislation (SOX) is geared towards U.S. employees who are in a position to divert company assets and information for personal gain. The legislation requires documented evidence that employees understand a company's ethics policies. To achieve this goal, Lafarge sought to educate front line workers and managers on their ethical responsibilities vis-à-vis their own behaviour and that of other employees with whom they interact. Lafarge officials earnestly wanted their employees to understand the issues involved.

Our Challenge

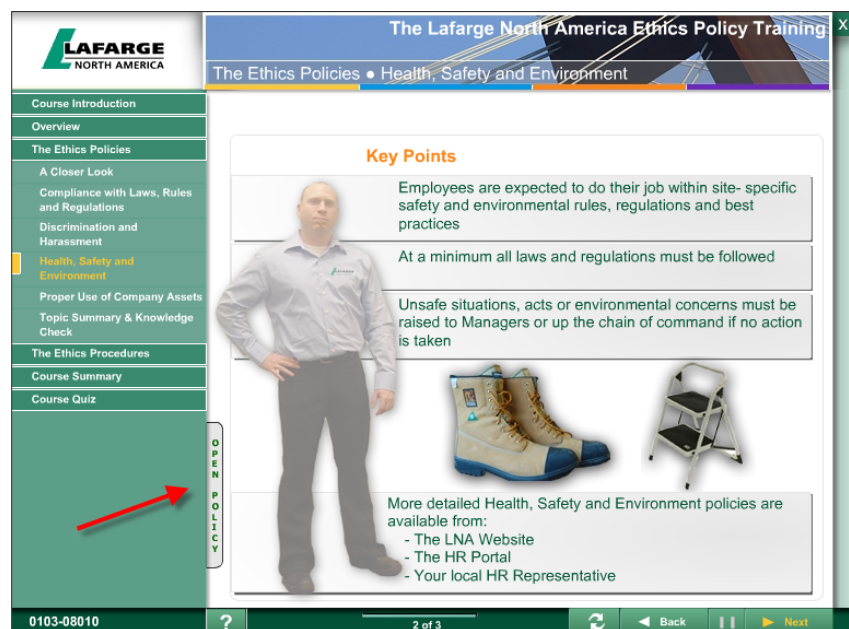
The target audiences comprise two distinct learner populations: front line employees (mainly truck drivers and plant personnel) and first- and second-level managers. Given that Lafarge North America has three main language groups (English, French, and Spanish), any custom learning solution must be delivered in three languages. Therefore, Lafarge needed a course with six streams: three languages for each of two job roles.

E-Learning was seen as being ideal for managers. However, Lafarge wanted front-line employees to have a chance to discuss and question the instruction, so it decided to have the managers show the e-learning (tailored for the front line employees) in a classroom, and then discuss the Knowledge Check questions and answers. The tracking of scores was required for the managers group.

The Solution

Prospero developed one course with two threads: front-line and management. Each course has a Narrator and an Employee character, with suitable voices. In the front line course, we explained the policy and rules under the policy. For each rule explained by the narrator, the Employee came on-screen to re-state the rule using terms and examples applicable to the front-line audience.

For application questions, the relevant policy was available on-screen for reference at the click of a button.



The screenshot shows the 'The Lafarge North America Ethics Policy Training' interface. The title bar includes 'The Ethics Policies • Health, Safety and Environment'. The left sidebar lists course sections, with 'Health, Safety and Environment' highlighted. The main content area features a 'Key Points' section with a list of rules:

- Employees are expected to do their job within site-specific safety and environmental rules, regulations and best practices
- At a minimum all laws and regulations must be followed
- Unsafe situations, acts or environmental concerns must be raised to Managers or up the chain of command if no action is taken

 Below the text are images of a worker, safety boots, and a step ladder. A red arrow points to a button labeled 'OPEN POLICY'. The bottom of the interface shows a progress bar at '2 of 3' and navigation buttons for 'Back' and 'Next'.

Managers required a Facilitator's Guide with the Lafarge-sanctioned answers, and some help in leading the classroom discussion of the various ethics problems presented. We developed this Facilitator's Guide, with an attendance sheet and other useful tools, and distributed this on-line, along with the course, in all three languages.

The course and the Facilitator's Guide were accessed by Lafarge employees both through their LMS (Learnshare) and on CD. Our courses communicated with Learnshare to enable tracking for managers.