

Custom Learning

Personal. Performance-driven. Built for you.

What does an export plan consist of?

This graphic represents a typical export planning journey. Select each icon in turn, to learn more about each step of the journey that makes up your export plan.

We will go into much more detail on each step in subsequent modules, but for now, it would be helpful for you to get an overview of the main components of an export plan.

Select the hotspots to learn more about the export planning journey



Identifying and celebrating our strengths

Now you have explored the differences between more traditional and more student-centred inquiry practices, let's see how some IB educators made the transition.

Educators describe the strong features of their inquiry. Check the transcripts and notice the inquiry practice from above appear in a bold font.

Each educator to hear their thoughts.



View Tami's transcript



View Lina's transcript

4. Ensure Consent

Duration: 7 minutes

Introduction

In the United States and Canada, we're pressured to think that 'being a man' means excelling at sports, achieving economic success, and obtaining sexual partners.

For members who date women, women can be objectified and even viewed as trophies. This leads to a 'score card' culture.

But these ideas run counter to the values of Phi Delta Theta, where openness, caring for others, truthfulness, and respect are prized.

[Find Out More!](#)

Party Hook-Up

In this scenario, a man is continuing to hit on a woman who clearly has had too much to drink and cannot consent.

As you watch the video, think about what you would do to intervene.

Press the 'Play' button to begin.



What do you think are the possible consequences of this scenario?

Use the space below to record your ideas.

[View Our Suggestions](#)

[Clear](#)

Introduction	3
Who we are	4
What we do	5
Case studies	6
Scottish Enterprise	6
UMass	8
Suntory	10
Golden Charter	12
Phi Delta Theta	14
International Baccalaureate	16
Our awards	18

“Your professionalism and knack for getting the best from our subject matter experts is outstanding! It’s been a huge relief to me personally, because I can step back and trust that you will turn around a quality deliverable every time.”

Tiffany Walz

Academic Program Manager, Google

Impact is at the heart of everything we do

From leadership and management courses, to compliance training and customer education, our team have worked with clients around the world to drive behaviour change.

That's why **over 80%** of our custom clients chose to work with us again in 2020: placing long-term partnerships at the heart of their learning strategies.

Find out more at mindtoolsbusiness.com.



Who we are

Every project is different and will be resourced differently, but your main point of contact throughout any development will always be one of our learning experience designers.

They're responsible for working with your stakeholders, coming up with ideas, and making sure that projects get delivered on time and to schedule.



Ross Garner

Head of Learning Experience

Award-winning learning designer with an MA in Digital Education.



Tracey McDonald

Learning Experience Manager

Double award-winning learning designer with graphic design background.



Gemma Towersey

Learning Experience Manager

Award-winning learning designer with a CIPD L&D Level 5 qualification.



Ross Dickie

Learning Experience Manager

Learning designer, writer and photographer with a background in languages.



David Sharkey

Learning Experience Designer

Learning designer with a background in web design and technology.



Claire Gibson

Learning Experience Designer

Learning designer with a background in art and the charity sector.



Sam Brown

Learning Experience Designer

Learning designer specialising in L&D and copywriting.



Alison Perrott

Learning Experience Designer

Learning designer with a background in marketing and the finance industry.

What we do

Everything that our Learning Experience team do is based on an in-depth scoping and consultancy phase.

We want to get to know your team, your organization and your challenges.

Then we define your outcomes:

- What would success look like?
- What do you need people to do?
- Why aren't they doing it now?

Based on the answers to these questions, we'll come up with ideas and create beautiful content that reflects your needs and your brand.

The services listed are indicative of what we do, but are flexible based on your needs.



e-Learning

Creation of flexible, accessible, responsive and outcomes-focused e-learning experiences, using the Evolve authoring tool from our technical partner Intellum.



Infographics

Development of creative concept, text and artwork for infographics designed to present information quickly and clearly. Perfect for presenting complex concepts.



Animations

Development of animated video up to two minutes in length, including creative concept, storyboard, animations, music and audio content from professional voice talent.



Podcasts

Production of audio interviews, including setting questions, hosting/facilitation, editing and quality assurance. Ideal for capturing lively discussions and sharing insights.



Videos

Production of subject matter expert videos, including setting questions, editing, titles, graphics and music. Ideal for sharing personal stories or participant expertise.



Workshops

Scoping, design and development of virtual classroom or workshop materials, including facilitator guides, participant workbooks and slides.



Learning programmes

Development of longer-term learning programmes, including leadership development programmes, compliance programmes or learning initiatives.

Case study

Scottish Enterprise

The challenge

Scottish business owners who want to export their products and services overseas have faced the twin challenges of Covid-19 restrictions and Brexit in recent years.

To support these entrepreneurs and help them grow their businesses, economic development agency Scottish Enterprise partnered with Mind Tools for Business to create a blended learning programme.

The solution

Each participant starts by logging into our online platform to complete 12 x 20-minute e-learning modules. Each module introduces a key exporting topic, gives participants an opportunity to practice, then prompts them to complete an export plan.

Participants then come together four times, as a group, to share their experiences and learn from each other before attending 1-2-1 consultancy sessions.

The outcome

The blended programme paid for itself in two years, while delighting participants and preparing them for growth.

In a follow-up survey to the programme, 100% of participants said they found it engaging; 100% said they had a better understanding of exporting; and 88.9% said they were confident executing their export plan.

Five commonly used Incoterms®

Let's see how five commonly used Incoterms® could be used by a Scottish exporter with a Dutch order to fulfil.

Scottish International Materials (ScottIM Ltd), a manufacturer in Perth, has received an order for a shipping container of goods from eDKV, an online retailer, whose distribution centre is in Arnhem in the Netherlands.

The ports of Newcastle in England and Amsterdam in the Netherlands, offer the most direct and cost-effective route.

Road transportation will be required to take the container from Perth to Newcastle, and from Amsterdam to Arnhem.

EXW: Ex Works

Diagram illustrating the EXW (Ex Works) Incoterm process:

- Seller** (GB) - **First Carrier** - **Alongside Ship** - **On Board** - **Arrival** - **Alongside Ship** - **Destination Place** - **Buyer Warehouse** (NL)
- The timeline shows a sequence of steps with icons representing each stage: a truck for the first carrier, a ship for alongside ship, a ship for on board, a truck for arrival, a truck for alongside ship, a warehouse for destination place, and a warehouse for the buyer warehouse.
- The diagram is labeled **eDKV** at the bottom.

learning technologies

Awards 2021

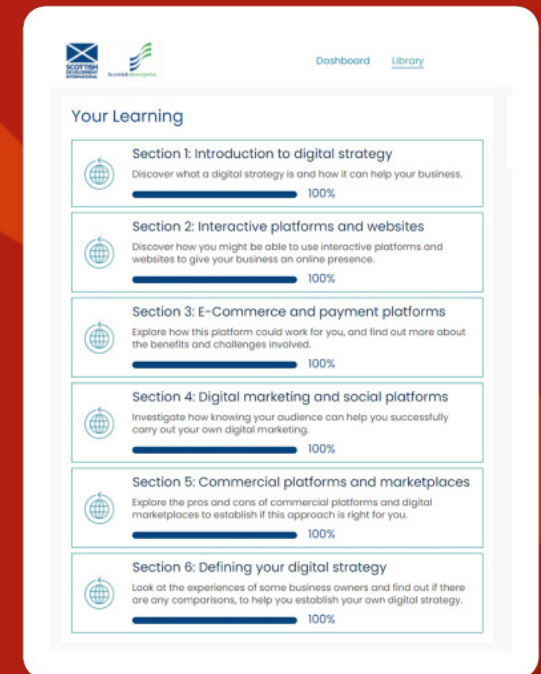
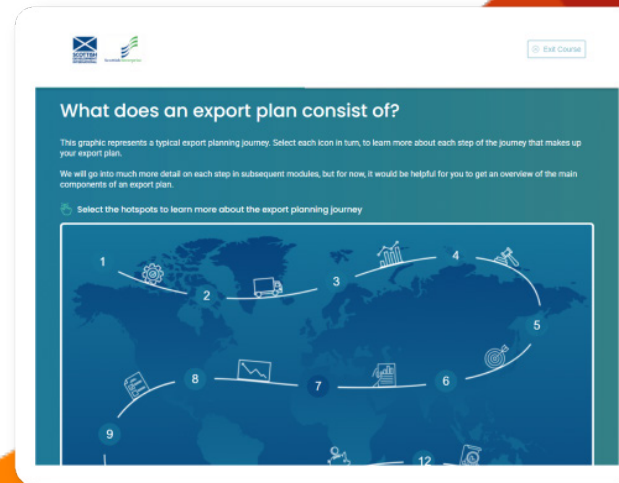
Best Use of Blended Learning - Public & Non-profit Sector

Gold Award

“It was really easy to juggle your job and the learning at the same time. If you invest the time in this programme, you’re going to come out with a tangible document that can form part of your approach - your strategy for new market entry!”

Steve Cruickshank

Scottish Enterprise programme participant



Results

100%
Had a better
Understanding
Of exporting

100%
Found it
engaging

88.9%
Were confident
Executing their
Export plan.

Case study

UMass Memorial Healthcare

The challenge

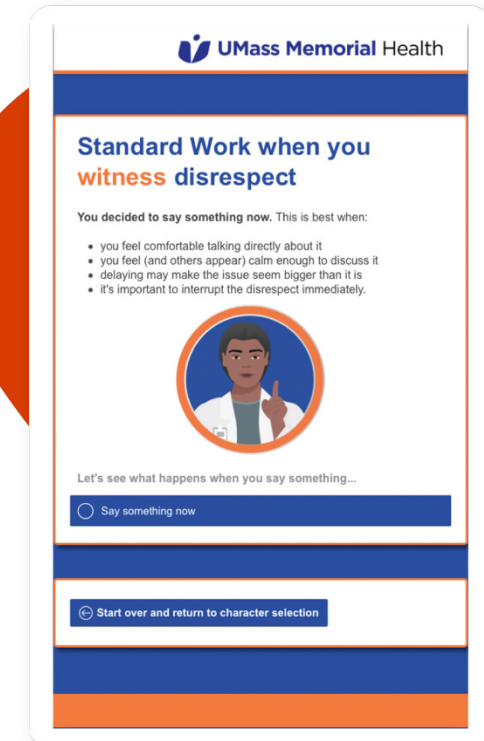
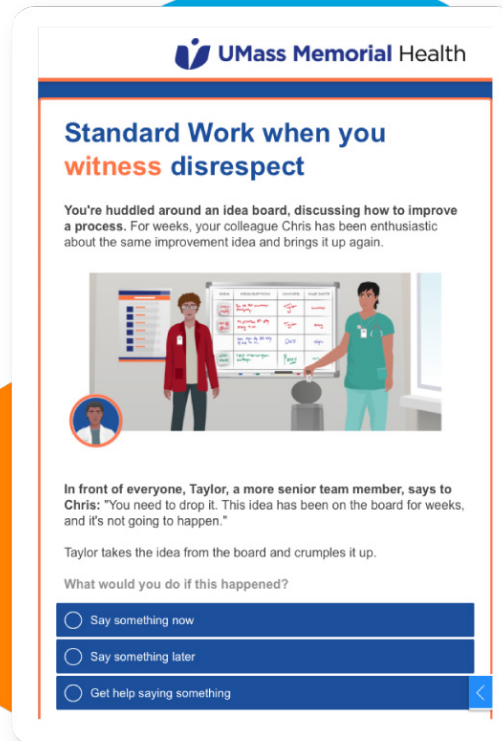
Caregivers at UMass Memorial Healthcare want the best outcomes for patients. But the pressures of a hospital environment mean standards of respect sometimes slip – causing stress for staff, a degraded patient experience, and hidden costs associated with mistakes and lost time.

The solution

UMass commissioned Mind Tools for Business to create a digital learning experience that brought their Standards of Respect to life. Full-screen animation helped caregivers experience a hospital stay through the eyes of a patient, and audio scenarios challenged caregivers to identify the Standards in action.

The outcome

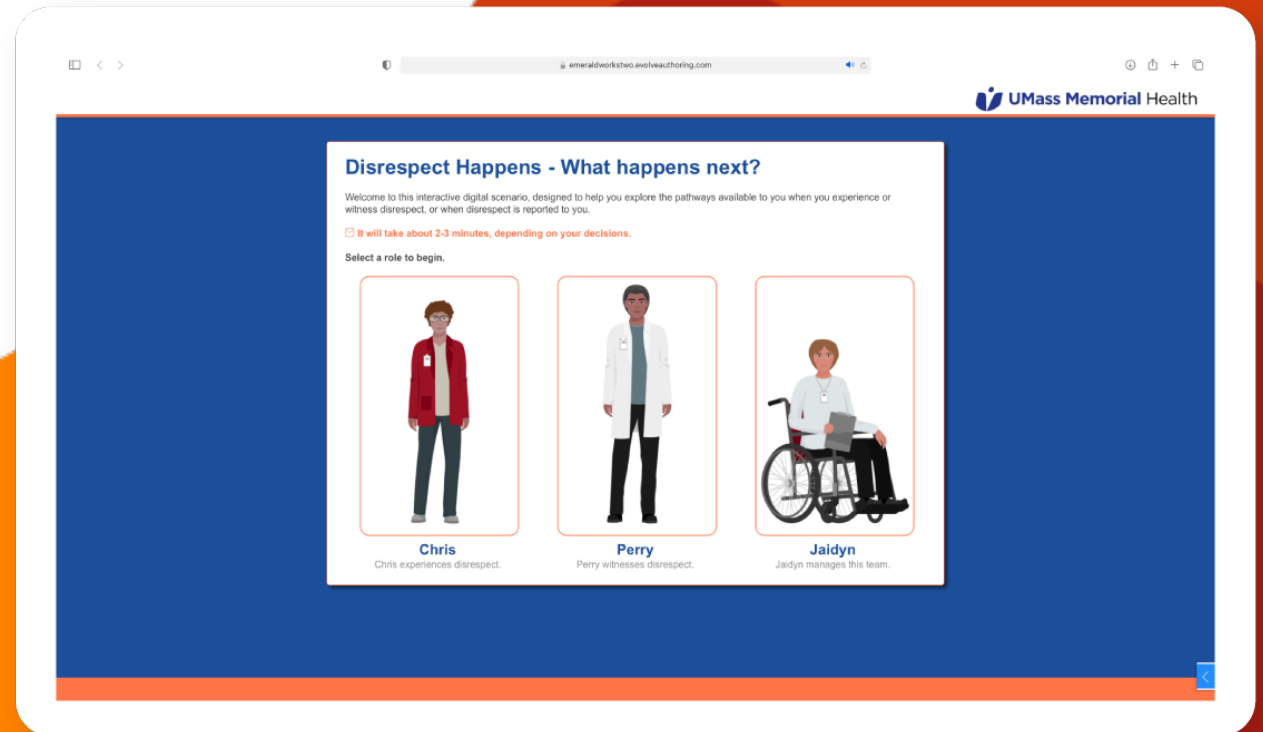
Our follow-up survey found that 92% of caregivers agreed or strongly agreed that they could see opportunities to apply the Standards of Respect to their work. 87% thought the skills gained would be useful on their job, and 83% agreed they had at least one 'take away' that they could begin using the next day.



“Creative, skilled, innovative and cutting-edge. I cannot recommend them highly enough.”

Laura Flynn

Senior Director of Performance Learning
and Education at UMass Memorial



Case study

Suntory

The challenge

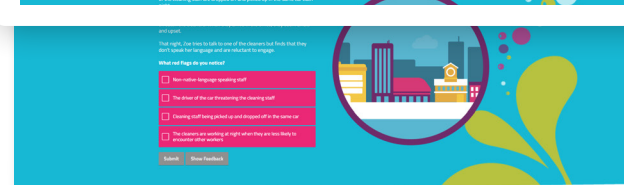
Food and beverage company Suntory Group has a 3,800-strong workforce across Europe, speaking four major languages. Required to comply with a variety of laws and regulations, the company needed to find a way to make this legislation relevant to all employees - so that they knew how to do the right thing, every time.

The solution

Mind Tools for Business created five short compliance courses, focusing on GDPR, Anti-Bribery and Corruption, Competition Law, Cyber Security and Modern Slavery. Each course was developed in English, French, Spanish and Polish, using practical examples and beautiful graphics to engage learners and help them make the right decisions.

The outcome

The five e-learning courses have helped Suntory meet their regulatory requirements for four years, while helping colleagues make decisions that protect the business and its customers.



“Mind Tools for Business made a real effort to understand our training needs and worked with us to pitch the content at the right level. That has been crucial to maintaining consistently high employee engagement over the past few years and has increased our compliance awareness across the business.”

Gareth Thompson
Data Protection Specialist



Case study

Golden Charter

The challenge

Pre-paid funeral planning business Golden Charter was looking for a way to provide a consistent induction experience for its employees across the UK, to embed the company's values, and to provide an introduction to the company's products and the benefits of funeral planning.

The solution

Mind Tools for Business created three short digital resources, introducing Golden Charter's customer focused values, familiarising new starts with the company's products, and highlighting on-the-job support.

Beautiful illustrations were created to reflect Golden Charter's brand, animation provided insight into the customer experience, and audio recordings of the senior team were produced to introduce how each part of the business supports the others.

The outcome

The new digital induction has provided a consistent welcome to new starts and paid for itself in the first 12 months when compared to the costs associated with face-to-face inductions.



“It dealt very sensitively and respectfully - but also boldly - with an area not everyone is comfortable with. It also gave me personal pause for thought in terms of my own personal view of the subject of funeral planning.”

David Thomson

Interim Director of Change

The collage displays several key sections of the Golden Charter website:

- Welcome to Golden Charter:** A section with a warm illustration of a family and text stating, "Established in 1990, we are one of the UK's leading funeral plan providers."
- Who Are Golden Charter?:** A video player showing a family in a park, with a play button icon overlaid.
- Our Governance Structure:** A section titled "Our Governance Structure" with a list of roles: Chairman, Director, and Golden Charter Limited Board. It includes a button to "Select each of these areas below to explore."
- A Message From Our CEO:** A video player featuring a man and a woman, with a play button icon overlaid.
- What Our Customers Say:** A section with a star rating system and a quote: "It is peace of mind knowing my loved ones are free from worry."
- A Day in the Life of Golden Charter:** A section with three circular icons representing Commercial, Operations, and Services, each with a play button icon.
- Living the Golden Charter Values:** A section with four circular icons representing values: "We put people first", "We do the right thing", "We genuinely care", and "We lead the way".
- Let's Reflect:** A section with a text box for reflection and a "Save your reflections" button.
- What's next?:** A section with a "What's next?" heading and a "Save your reflections" button.

Case study

Phi Delta Theta

The challenge

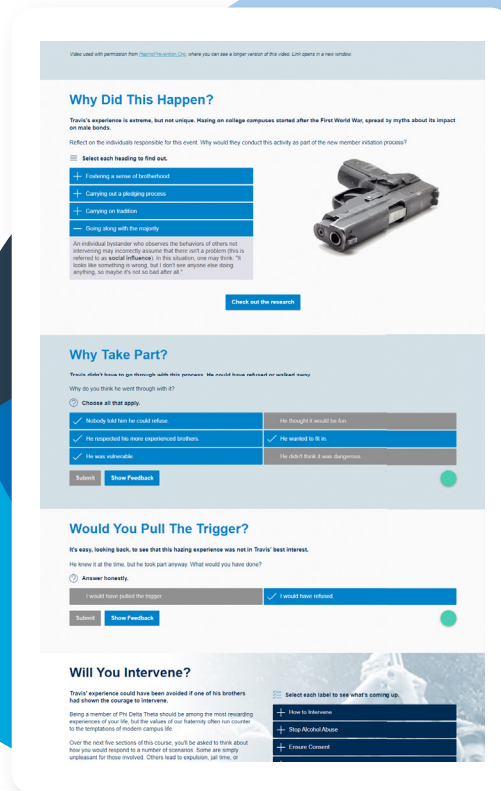
Phi Delta Theta is an international fraternity with 185 active chapters across the US and Canada and a focus on nurturing the leadership potential of its new members. Digital learning was identified as an exciting and effective approach to delivering consistent development opportunities to every chapter, but the internal team needed help getting started.

The solution

The Phi Delta Theta Education Team worked with Mind Tools for Business Learning Designer, Ross Garner, to develop their internal capability, starting with the production of a 'Bystander Intervention' module in 2017 – but doing more of the work in-house over the following three years.

The outcome

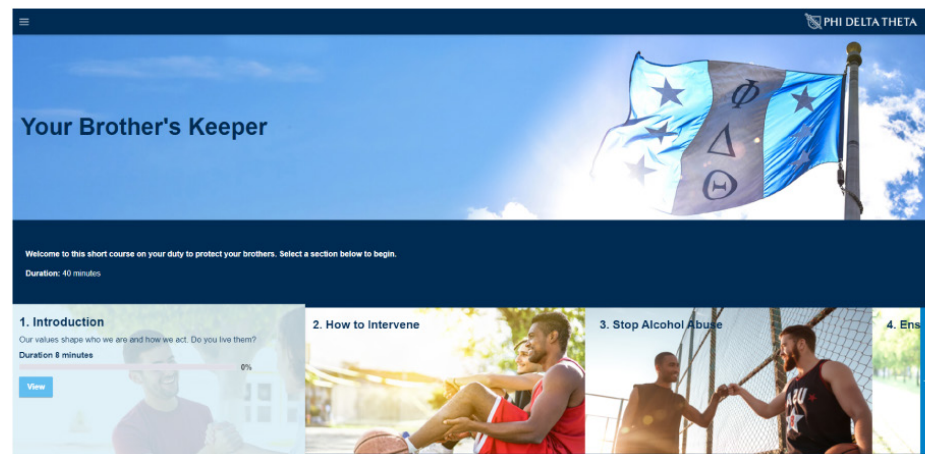
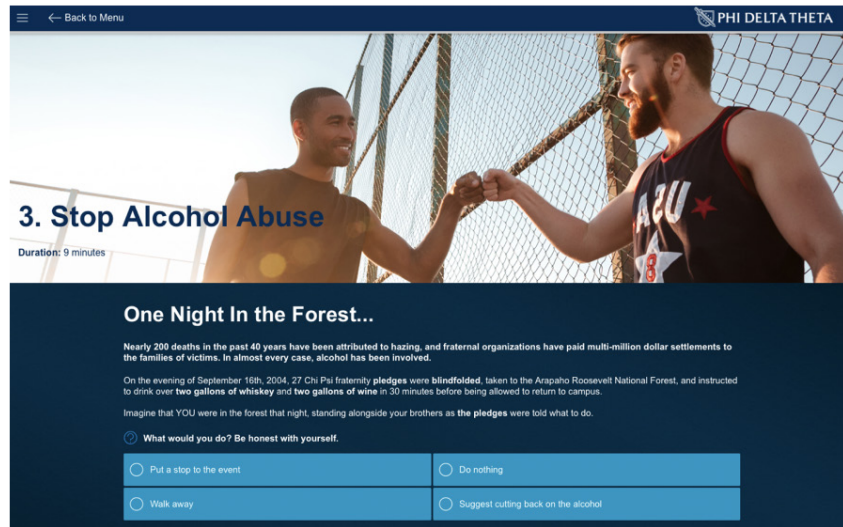
By 2020, Mind Tools for Business had transitioned from being an external supplier to a friend and partner. The Phi Delta Theta Education Team continues to develop content using the approach they learned from Ross, while Mind Tools for Business offers support and additional capacity when needed.



“The outcome framework process Ross and his team provided has been a game changer for Phi Delta Theta. We consistently use this framework structure to develop new, engaging e-learning modules. As a result, we are much more efficient and productive, with almost 30 new modules developed since we first began working with Ross.”

Clay Coleman

Director of Education at Phi Delta Theta



Case study

International Baccalaureate

The challenge

The International Baccalaureate (IB) is a leading global education system for young people. It works closely with tens of thousands of educators in over 4,000 schools worldwide.

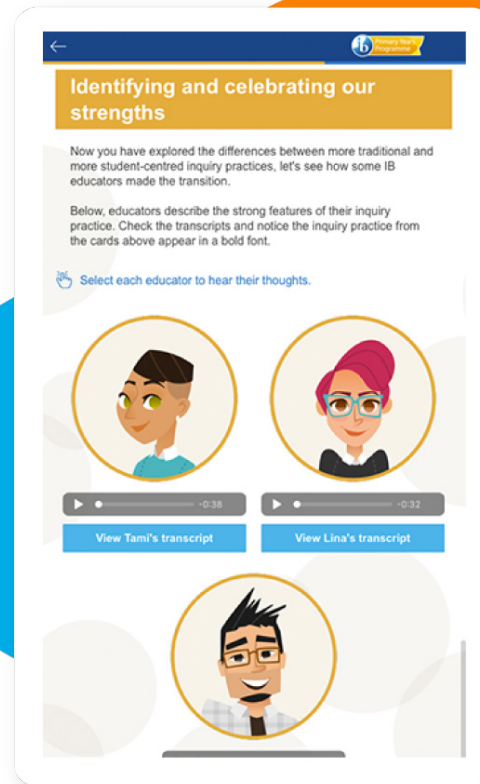
IB wanted to help teachers deliver its unique educational philosophy by creating a hub where they could draw on the experiences of peers. This meant overcoming the logistics of talking to subject matter experts across the globe.

The solution

Over 40 subject matter experts worldwide were consulted to reflect the IB's culture, philosophy and terminology. This information was then passed onto a team of project managers, instructional designers, illustrators and film-makers. Together, they delivered twenty 60-minute e-learning modules, each combining animation, video and interactive elements to engage and inspire.

The outcome

After a successful pilot, a full e-learning suite was launched across the IB's global teaching network. These e-learning resources improve how the IB supports its educators. Teachers are a tough audience, but they comment on how much they enjoy the mix of learning activities, which bring complex subject matter to life.



“Having worked with the team for a number of years now, I am always impressed with their openness and their understanding of what we want to achieve. When changes in organizational priorities mean that a brief alters during a project, they are always flexible and understanding. The team are very much seen as an extension of our team here at the International Baccalaureate.”

Matt James

Global Head of Online Professional Development

Awards

learning technologies awards

2021

Learning Designer of the Year
(Gold)
Gemma Towersey

**Best Use of Blended Learning -
Public & Non-profit Sector**
(Gold)
With Scottish Enterprise

2020

Learning Designer of the Year
(Bronze)
Tracey McDonald

Learning Organisation of the Year
(Shortlist)

**Best technology-based onboarding
programme**
(Shortlist)
With Golden Charter

**Excellence in the Design of Learning
Content**
(Shortlist)
With IB

2019

Learning Designer of the Year
(Gold)
Ross Garner

Learning Organisation of the Year
(Bronze)

**Excellence in the Design of
Learning Content**
(Shortlist)
With Virgin Trains



2018

External Learning Solution of the Year
(Bronze)
With Standard Life Aberdeen

2017

External Learning Solution of the Year
(Gold)
With Edringtonn



2016

**The Herald Scottish Digital Business
Awards**
(Gold)
With Edrington

mindtoolsbusiness.com



mindtoolsbusiness.com