ENGEN Success Story
Content Creation

The Need

In 2018, FUEL was approached by ENGEN, a South African petrochemical company to present a proposal for the development of online training content intended for service station staff as well as site dealers and managers.

In response to the increase in the number of robberies, ATM bombings and cash-in-transit heists at service stations across the country, ENGEN's security team put in place specific protocols and Standard Operating Procedures to prevent and, if required, respond to such events. As a result, the need to unpack and train site staff and management on the new SOPs required the development of specific training modules.

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The Solution

In a workshop, FUEL's content creation team engaged with ENGEN's security subject matter experts to understand the outcomes that were expected to be achieved with the online training intervention. Based on this information, and after carefully analysing the content, a set of learning outcomes were proposed to and approved by ENGEN's subject matter experts. These outcomes were subsequently converted into content outlines which in turn were mapped out into micro-learning experiences. This process was conducted in close collaboration with ENGEN's security experts who were responsible for signing off each deliverable.

Upon the approval of the outline for each module, FUEL proposed a combination of content production methodologies that would meet the learning requirements of the target audience. The production methodologies employed included a combination of presenter-to-camera, animation and video cutaways.

FUEL's Presenter-To-Camera methodology was very instrumental in adding a human element to the overall learning experience. Given that the knowledge delivery process depends considerably on the presenter, a professional and energetic actor was selected for the project. In terms of tone, the training content was delivered to learners in an instructor-led fashion thus enhancing the learning experience. With the purpose of further assisting learners in absorbing the content, on-screen text was included while unpacking key concepts during each module.

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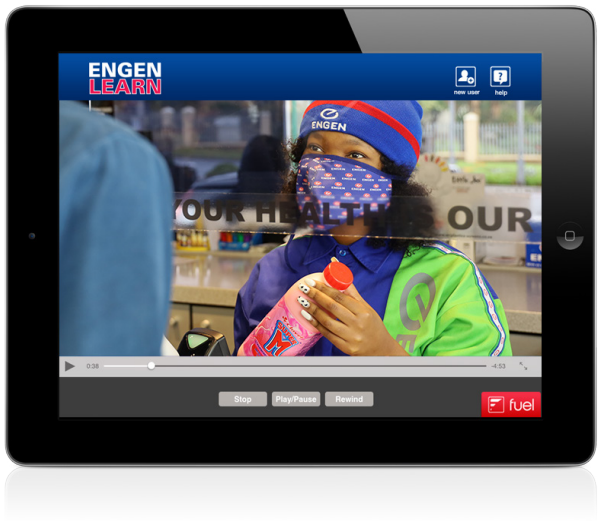
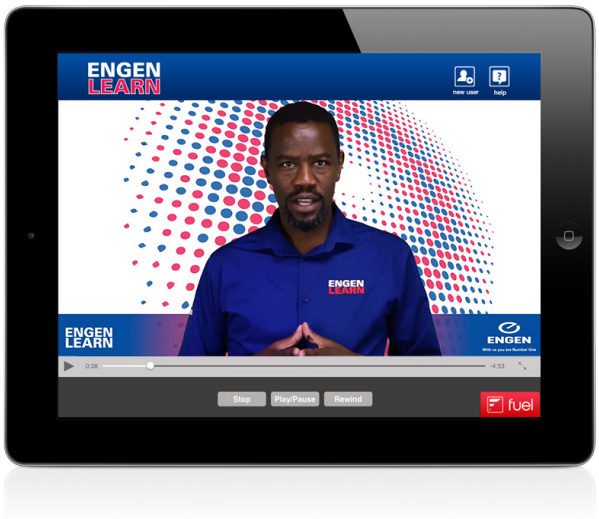
FUEL strives to create dynamic and engaging training content. In order to achieve this, Presenter-To-Camera sections were combined with video cutaways which consisted of footage captured on location. This approach was very effective in communicating the steps that staff were required to follow in light of the new security Standard Operating Procedures (SOPs). Examples of SOPs covered via video cutaways included the SOPs for dropping cash as well as SOPs for responding to an armed robbery. Lastly, animations were employed in sections where learners were expected to understand abstract concepts such as processes and systems.





Upon approval of the proposed combination of production methodologies by ENGEN's SMEs, scripting started. During this phase, FUEL focused on structuring each module with the goal of developing content that the target audience could easily understand and retain. In order to make this possible, decisions were made concerning vocabulary, using and explaining jargon, sentence structure and sentence length. In addition, during scripting, the instructor-led delivery style that the presenter would use in the studio was taken into consideration.

The final stage of the pre-production process involved the development of assessment tools that were closely related to the outcomes that learners were expected to achieve by the end of each module. This took the form of assessment questions and interactive activities created to ensure that learners have met the module's learning objectives.

Once each module of the series had been mapped out, studio and location shoots would occur. The content development cycle would be completed after studio and location footage had been treated as well as edited, and animations had been included. After the content was approved by the SMEs, the videos and assessments were packaged, tested and deployed to training devices across ENGEN's network.

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The Outcome

FUEL's engagement with ENGEN resulted in a relationship that went beyond the development of 16 training modules on Service Station Security. By the first quarter of 2021, FUEL had produced for ENGEN, approximately 90 modules which equate to a total duration of about 760 minutes.

Today, FUEL continues to support ENGEN in the implementation of its business strategy. This is achieved by equipping site staff with the knowledge, and promoting the development of skills and behaviours, that will enable the achievement of ENGEN's strategic goals.

7,113,315
Training Interventions

48,359
Registered Learners

792
Devices

799
Sites

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