



THE ELECTRIC CIRCUS STORIES

We help leaders in HR
attract, engage and grow
your biggest asset, your people

A PRESENTATION TAILORED FOR HR PROFESSIONALS

WE BELIEVE IN EXPERIENCES THAT CONNECT

Recognised by:



Tesco Zero Waste

A learning experience focussed on food waste bringing together hearts and minds

THE CHALLENGE

A corporate sustainability target of reducing carbon emissions from food waste. A network of store colleagues, often detached from corporate goals and low awareness of sustainability activities.

THE SOLUTION

A learning initiative to educate and inspire store colleagues about food waste, how it contributes to carbon emissions, the impact that has on our planet, and most importantly what they can do to help reduce it.

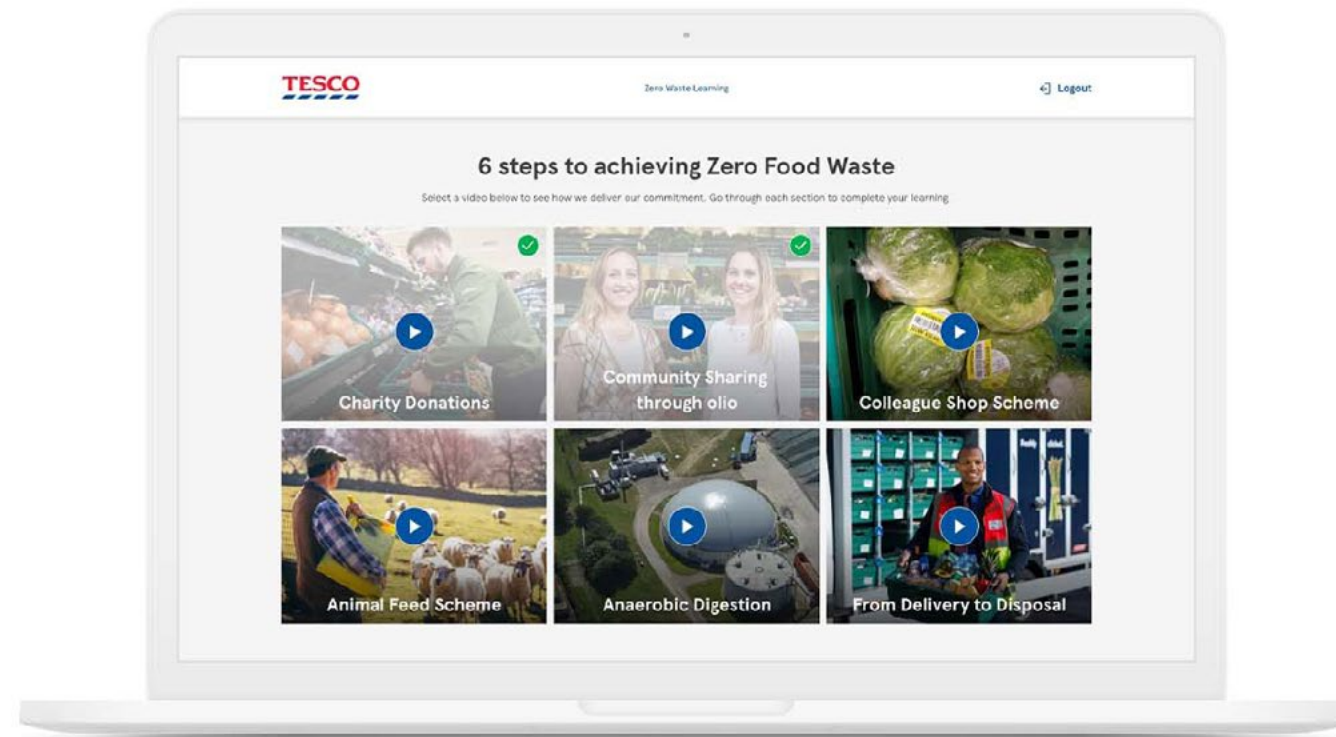
WHAT WE DEVELOPED

Hearts and minds video, easy to digest learning animations, interactive challenge game, colleague feedback feature.

TOO LATE!

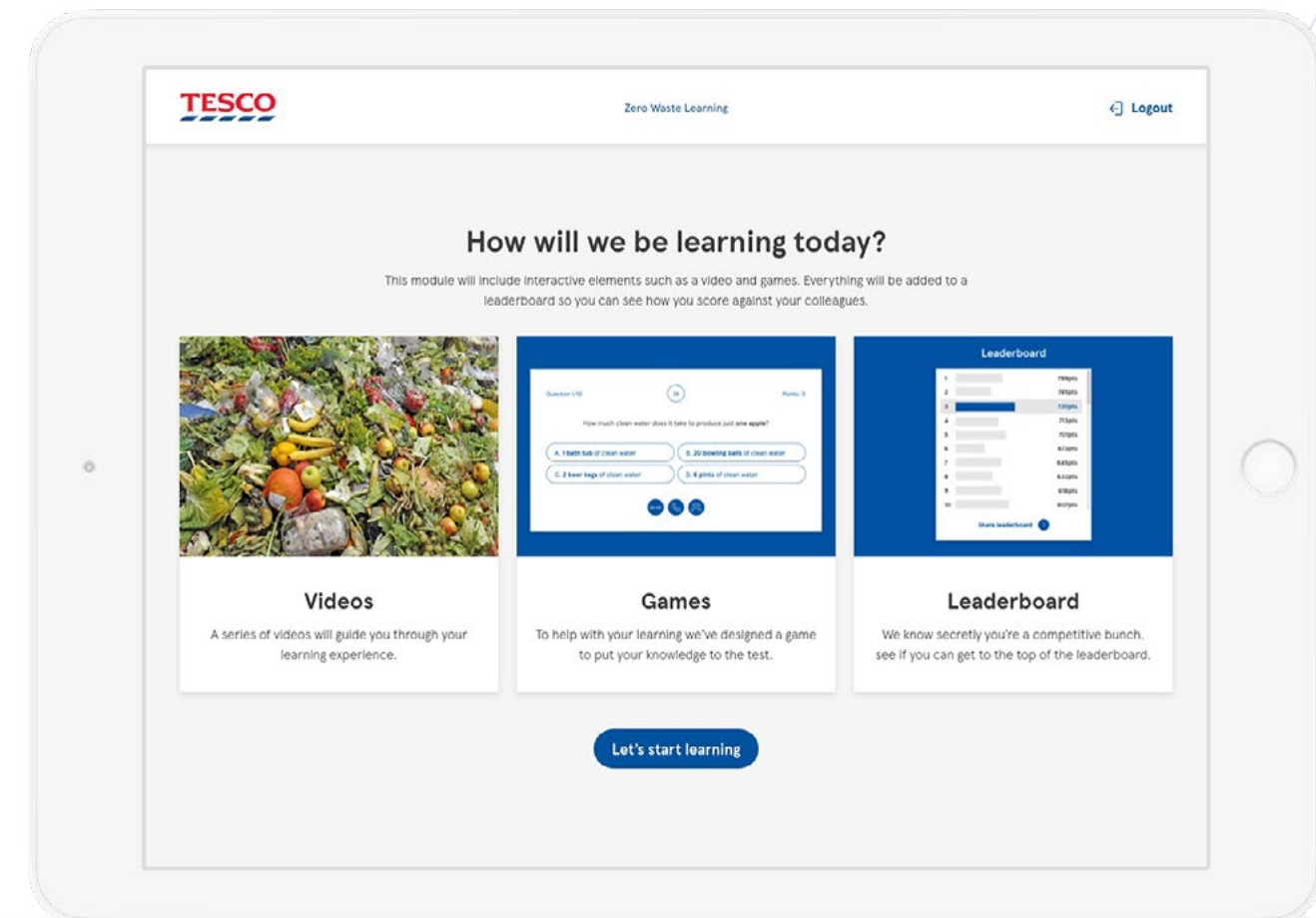
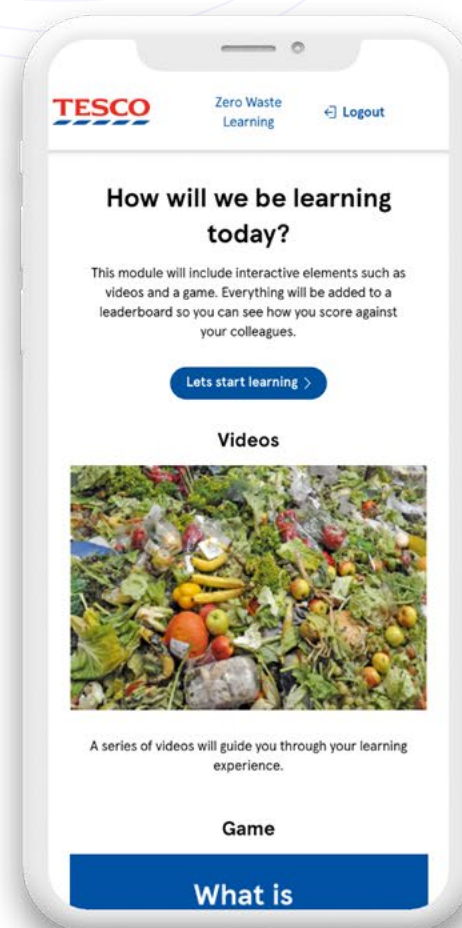
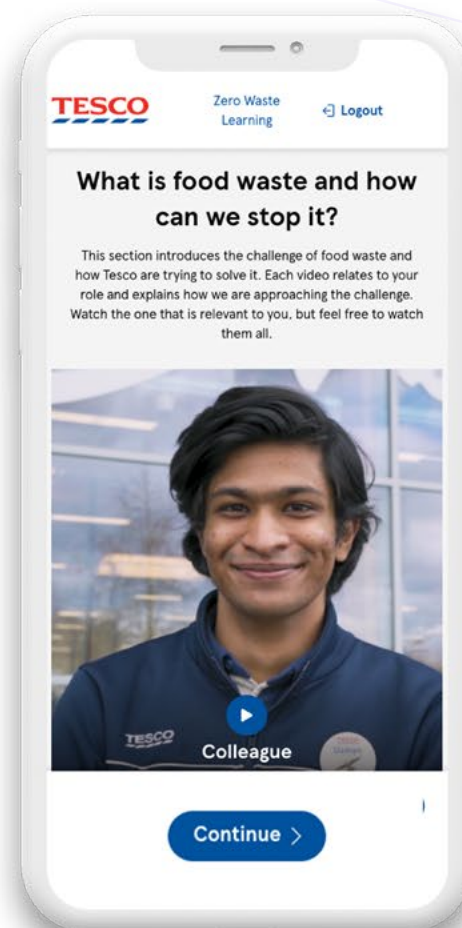
25%





“Genuinely has to be the best training I have done - so engaging and fun for colleagues”

“Everything has impressed me in this training module and has **opened my eyes** to the different processes that happen away from the store and how waste is filtered out to create a zero waste environment.”



Amazon Day 0

Reinventing the dated onboarding experience for new colleagues.

THE CHALLENGE

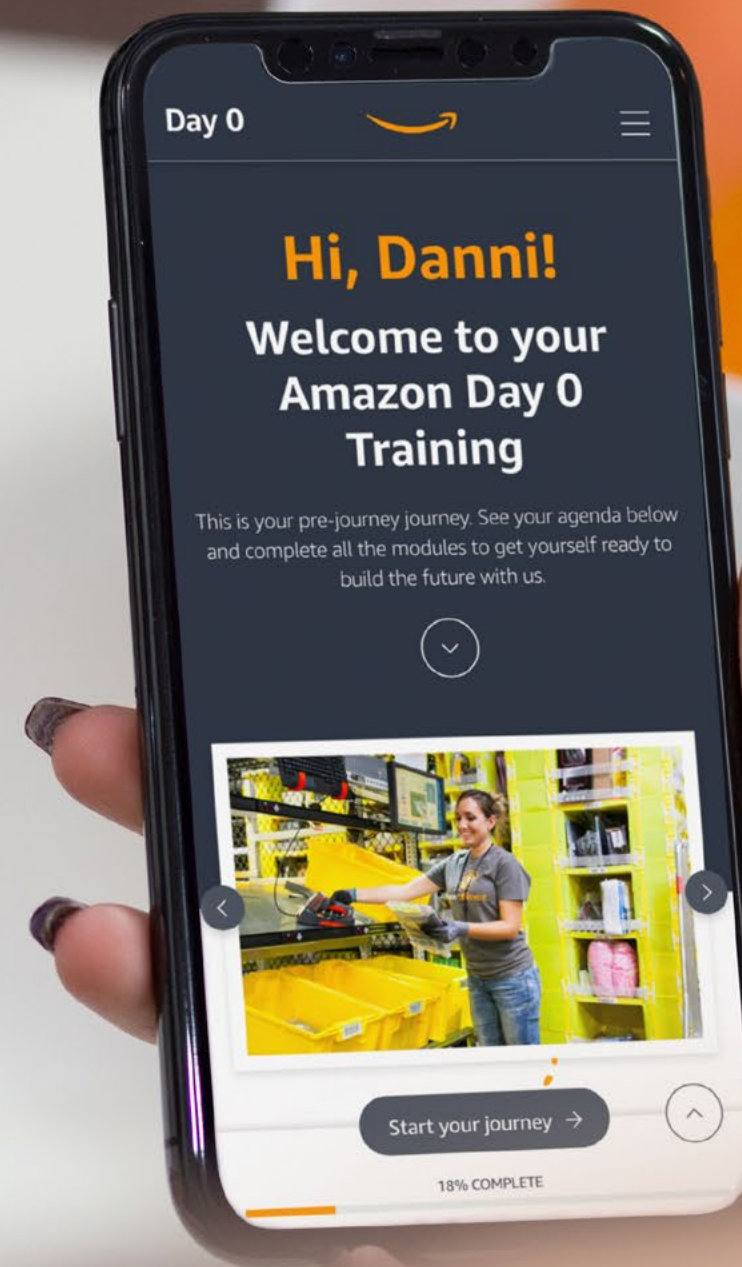
To increase the number of new employees who complete their Amazon induction before starting on day one. And to reduce the number of new employees not arriving on their first day at work.

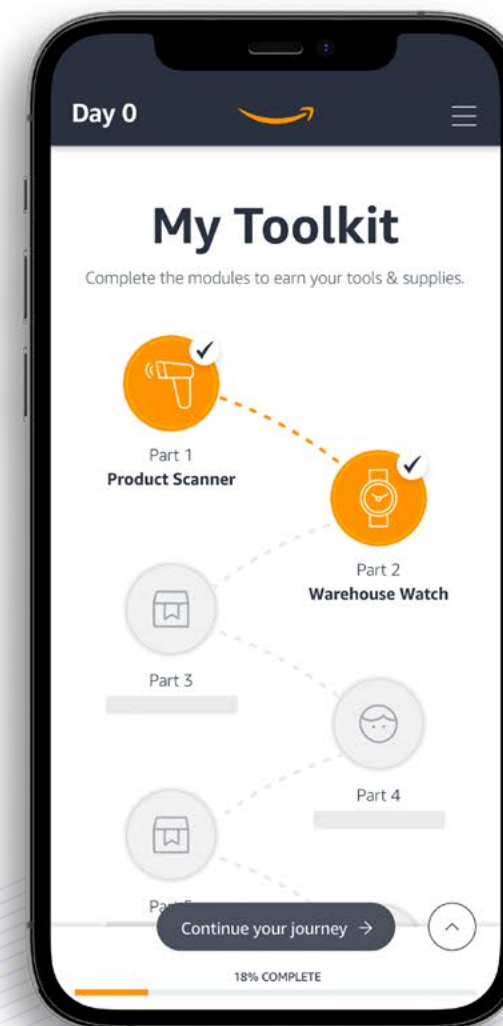
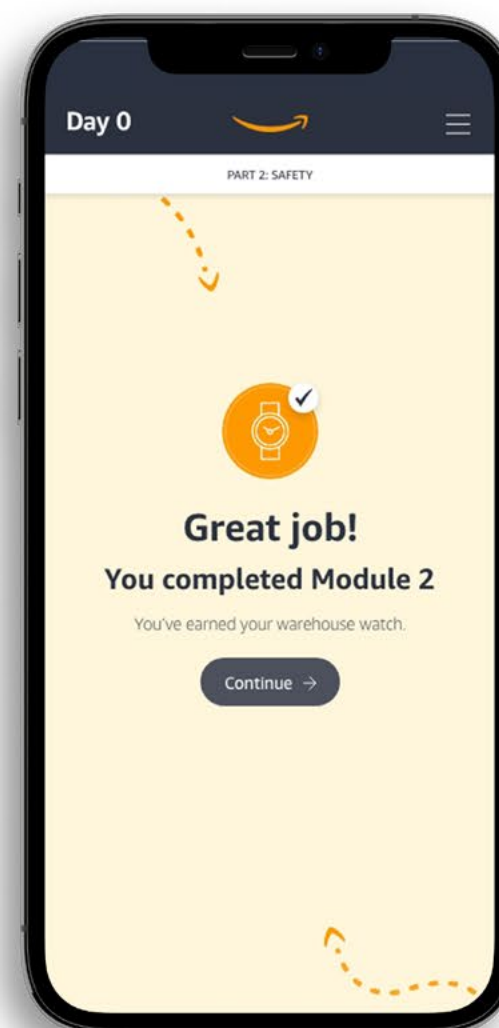
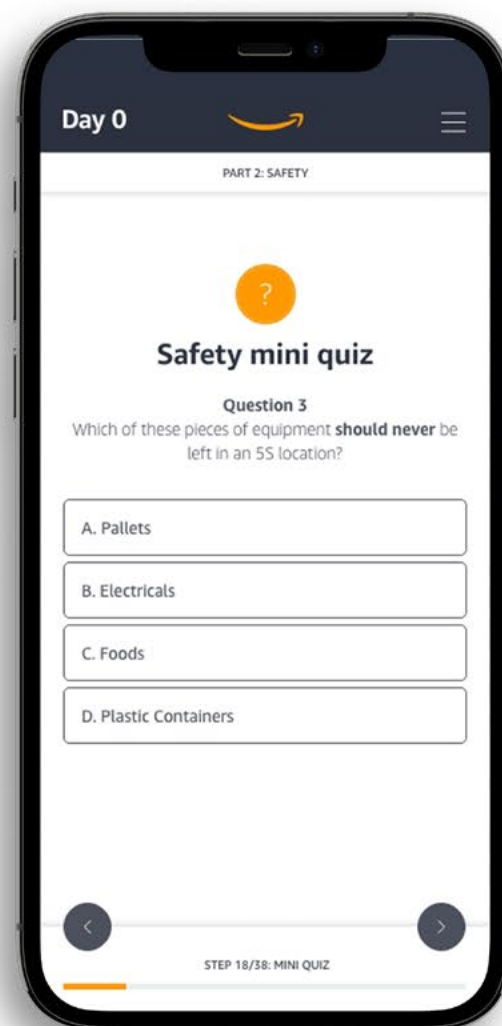
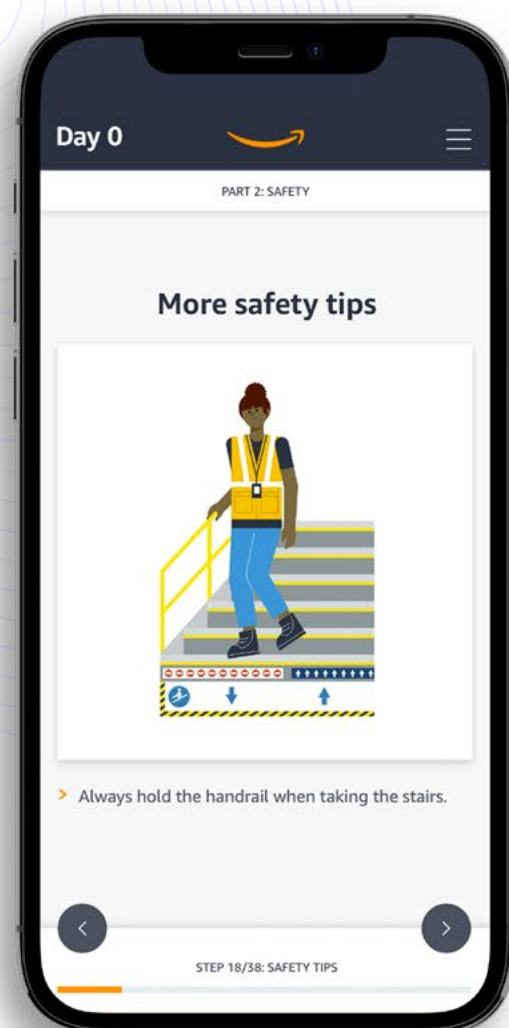
THE SOLUTION

To transform the current system where new employees attend a virtual induction/training session, hosted live at a specific date and time. Making the induction accessible and flexible for all to complete, consistent in its delivery, and inspiring and engaging new colleagues.

WHAT WE DEVELOPED

A fully immersive digital new joiner experience. Reimagined and re-presented learning content.





DHL

A learning platform for an international delivery company.

THE CHALLENGE

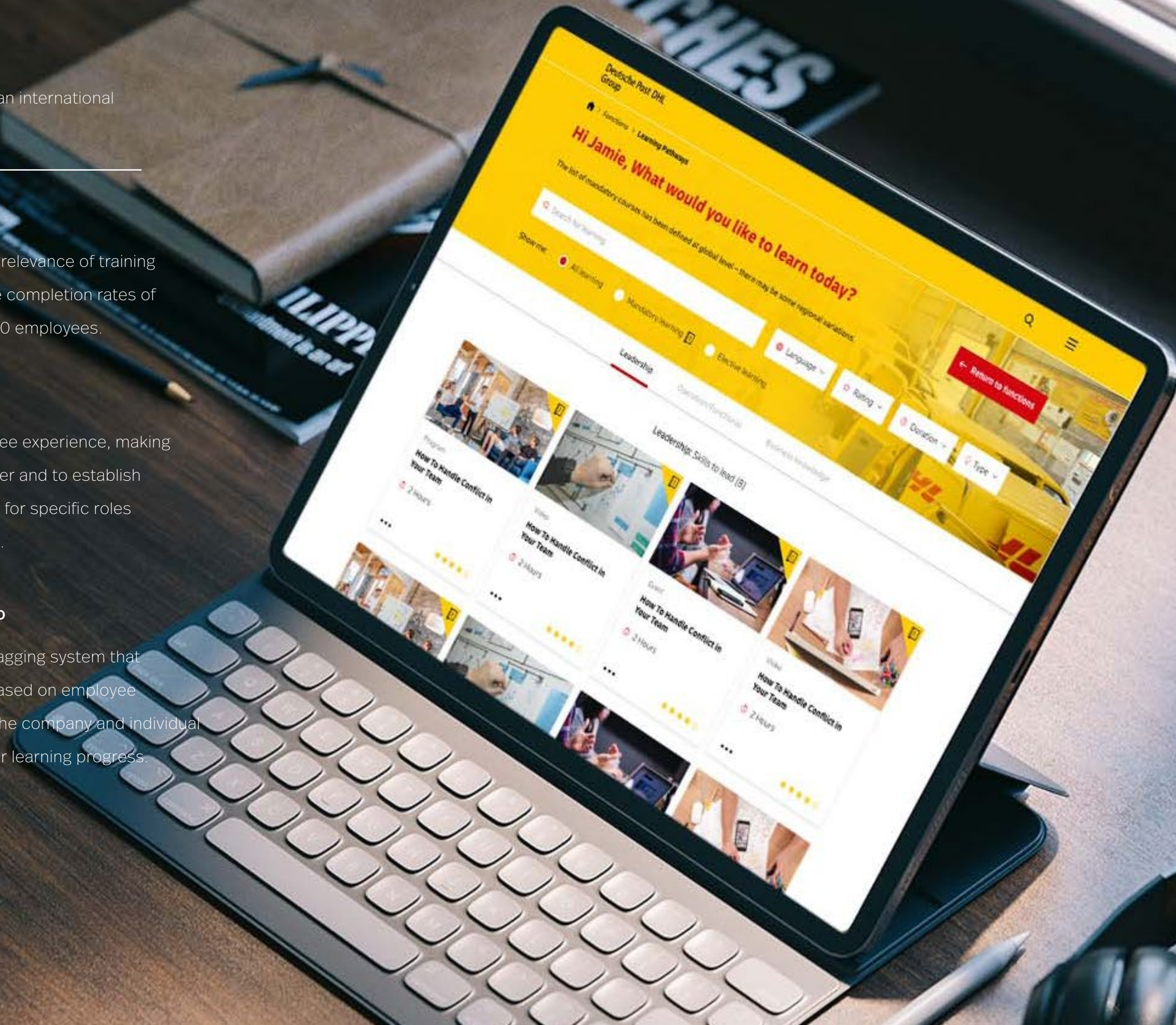
To improve access and relevance of training material and to improve completion rates of training amongst 30,000 employees.

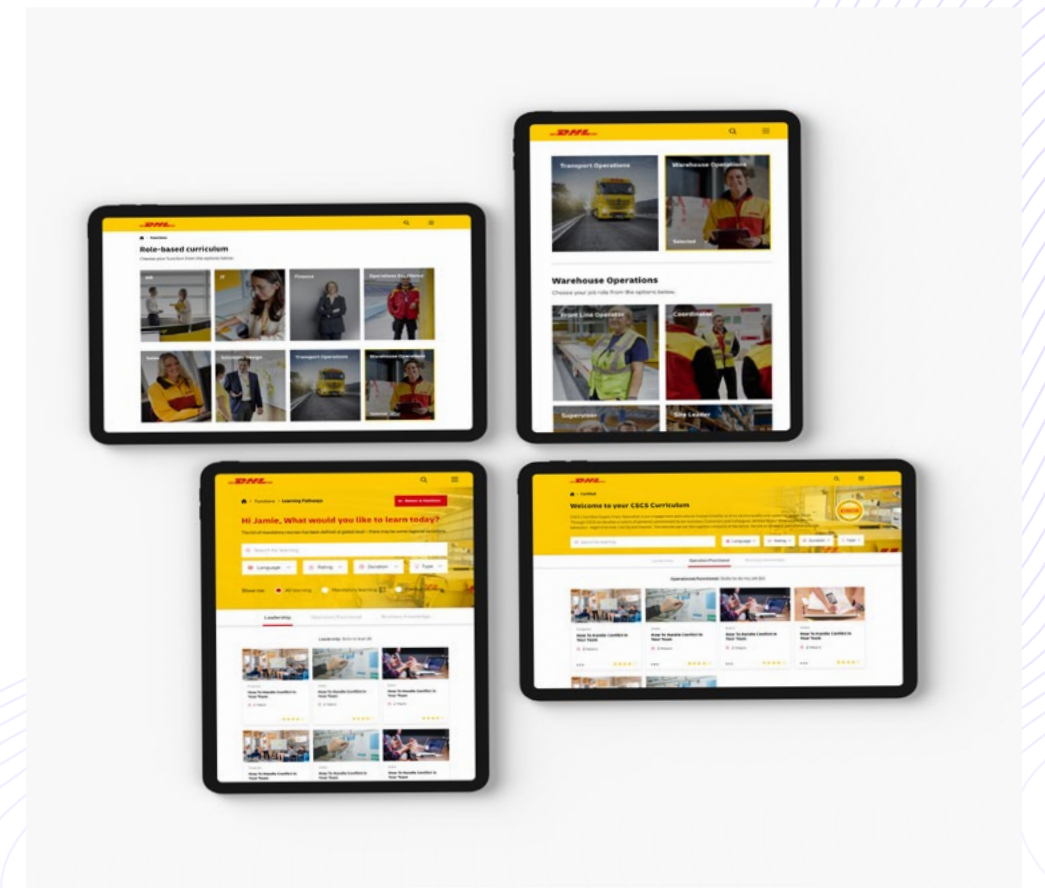
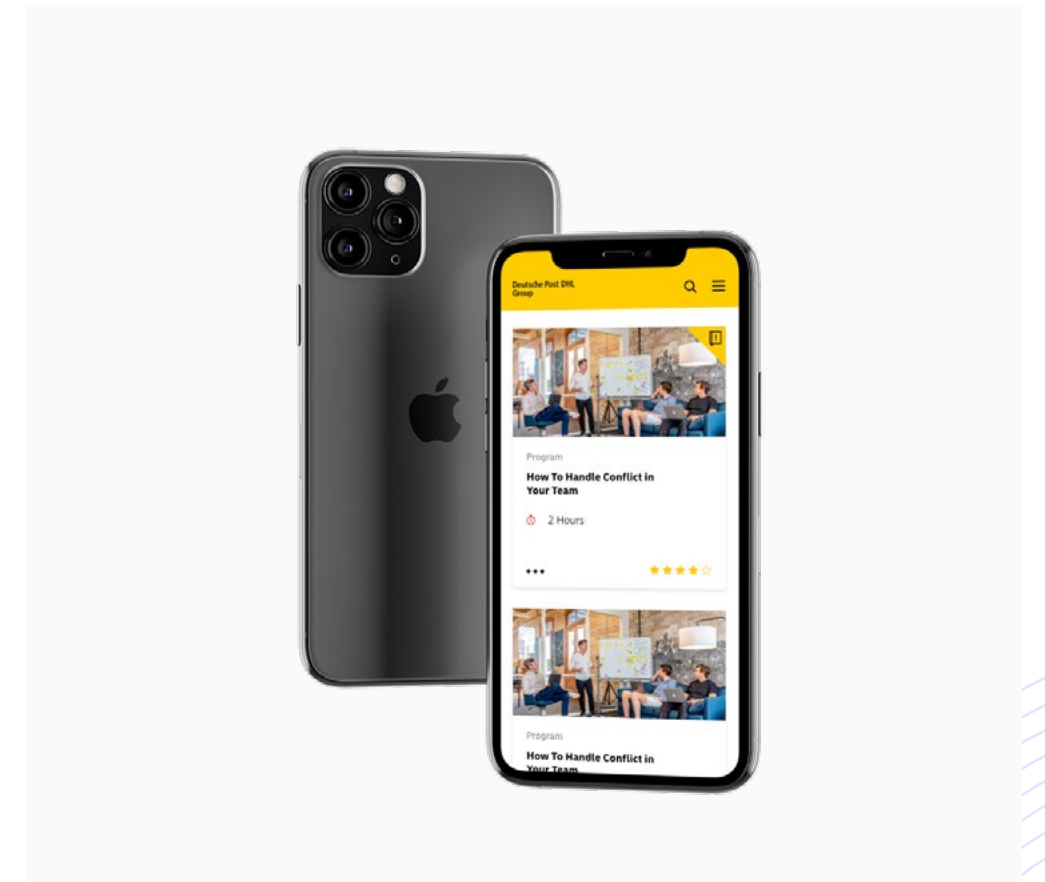
THE SOLUTION

To redesign the employee experience, making the journey much simpler and to establish clear learning pathways for specific roles across the organisation.

WHAT WE DEVELOPED

A functional, bespoke tagging system that personalises content based on employee information - enabling the company and individual employees to track their learning progress.





Mars

A career planning toolkit for an intricately structured global organisation.

THE CHALLENGE

To support growth and reorganisation plans, Mars wanted to help employees understand their growth possibilities within the organisation.

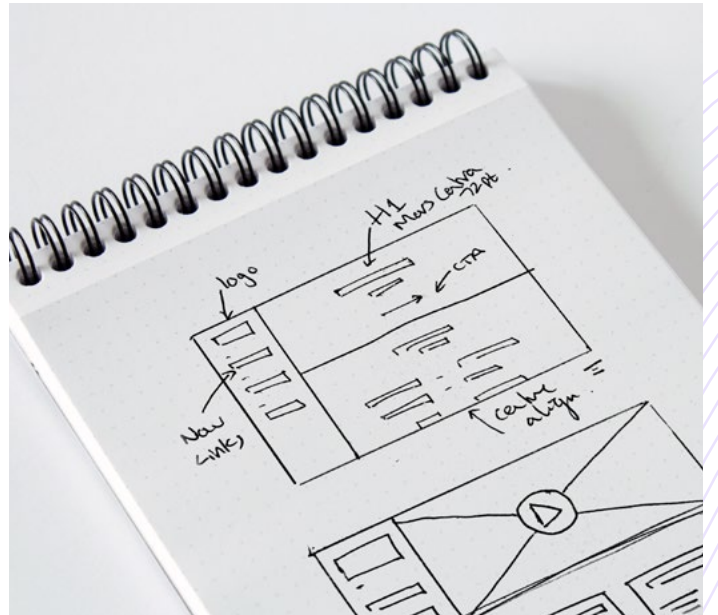
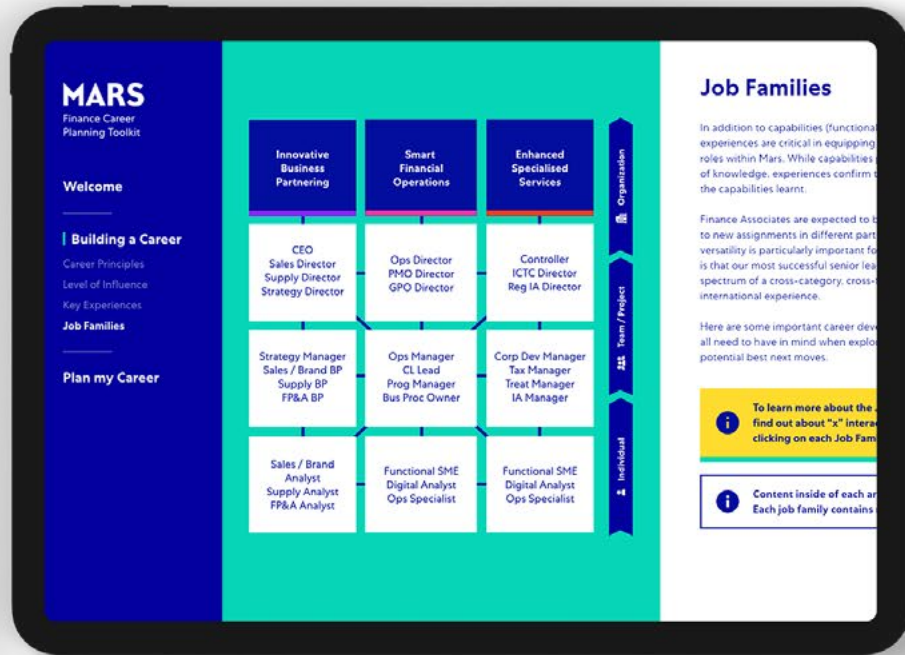
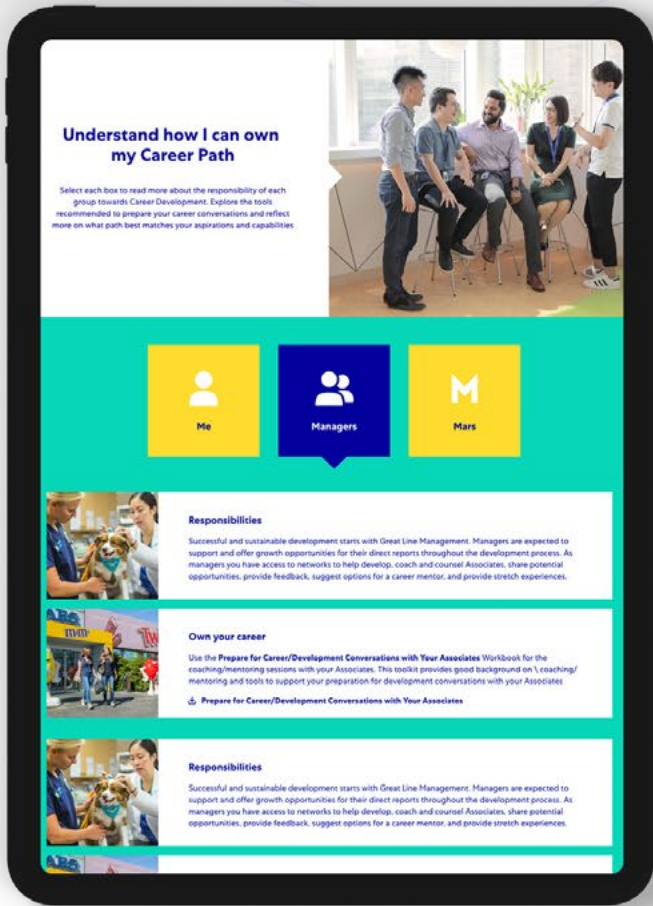
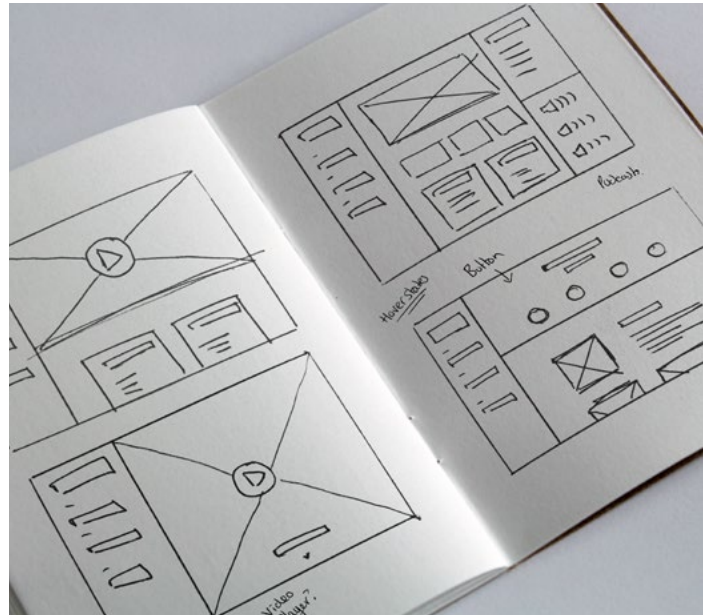
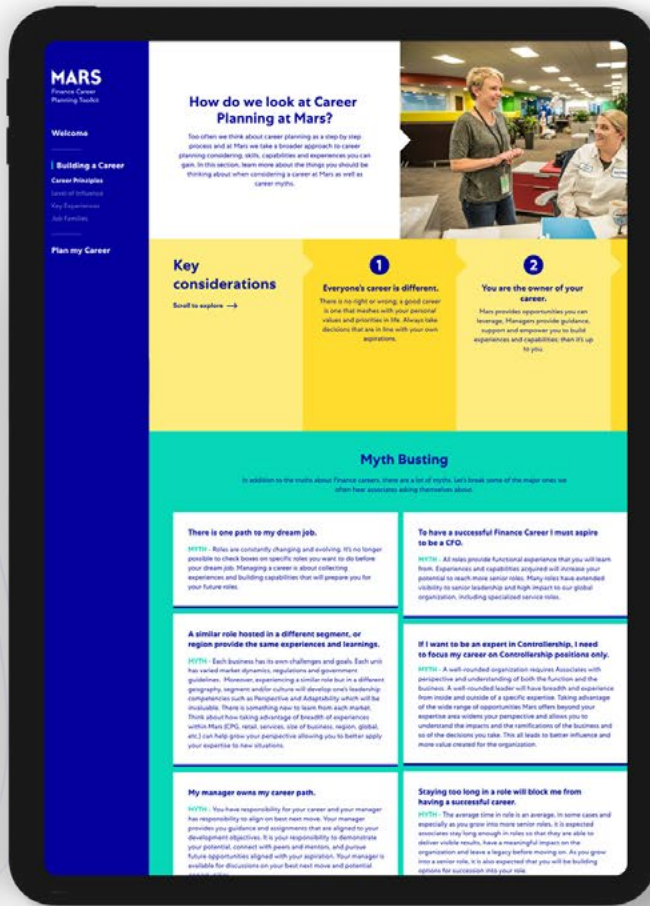
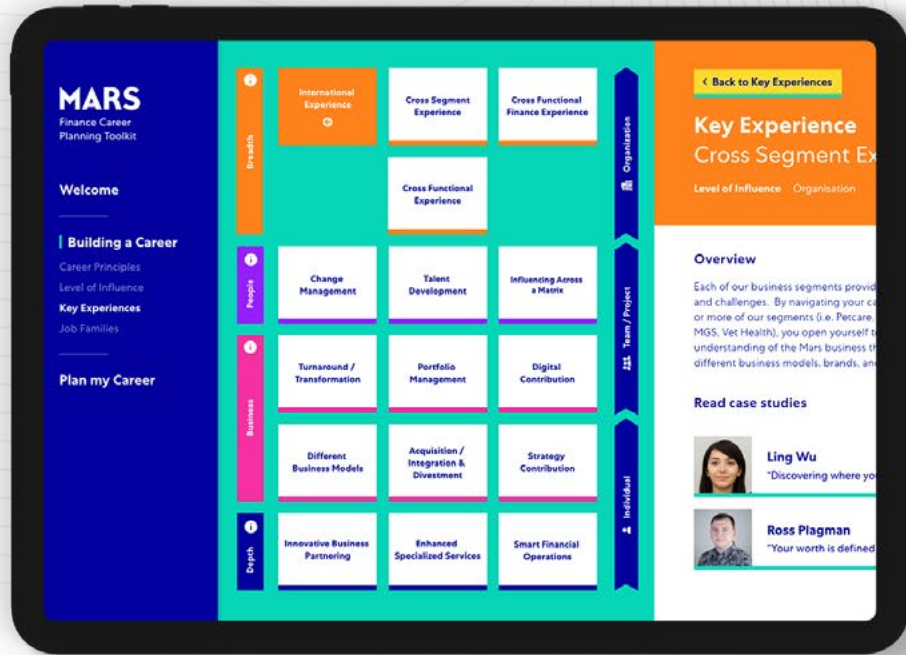
THE SOLUTION

To map out career paths to give clarity on possible moves and to help employees to plan ahead, and to provide resources for learning and development into these roles.

WHAT WE DEVELOPED

A digital careers toolkit to illustrate the available opportunities, link to resources for learning, provide a forum for staff to ask questions, and to hear the experiences of other colleagues who have traversed the business through videos, podcasts and top tips.





Nomad Foods

Improving the engagement and experience of a learning management platform.

THE CHALLENGE

To improve the usability, relevance and overall employee experience of the current learning management platform, in order to improve engagement with learning across the business.

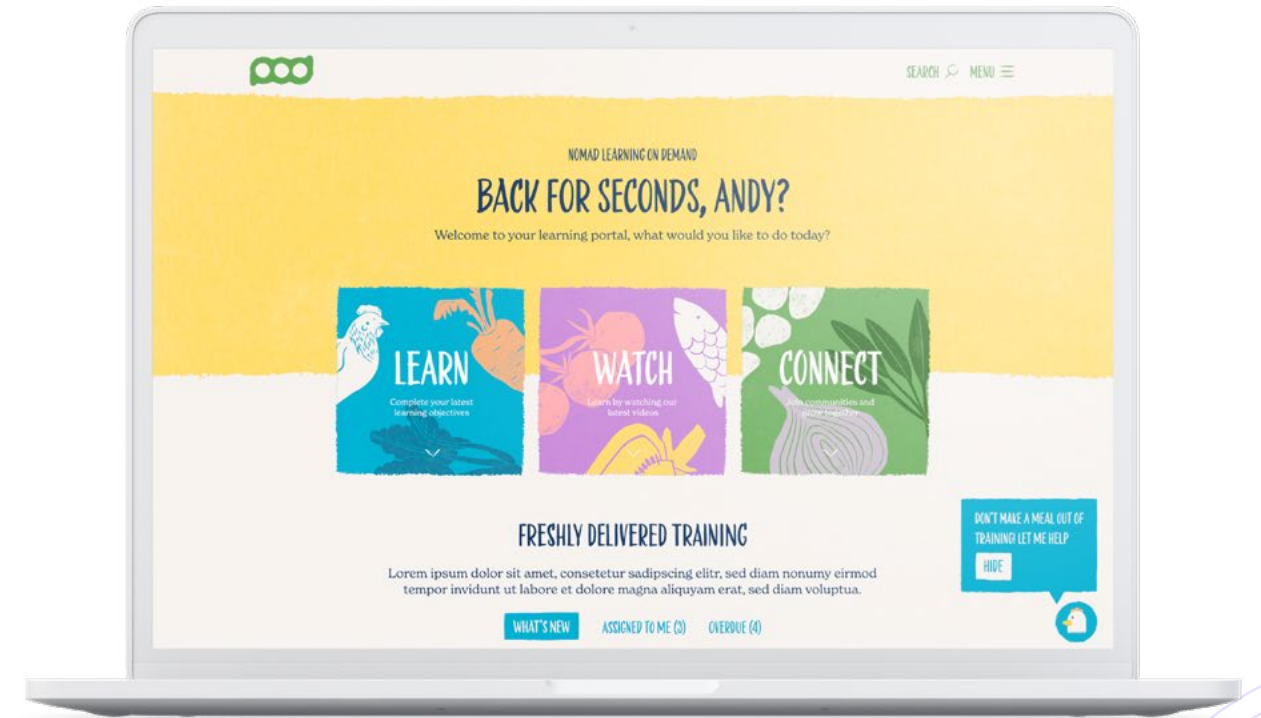
THE SOLUTION

To overhaul the learning platform and redesign the employee's experience. We needed to demystify what you can do on the platform, and suggest relevant learning based on the employees profile and ambitions.

WHAT WE DEVELOPED

A totally new learning experience. Utilising their current learning platform we developed new customisable page components, personalised learning recommendations and an onboarding experience for first time users. All wrapped up in a new brand for Nomad Foods Learning.





Tesco

Self Assessment Tool

A skills management application.

THE CHALLENGE

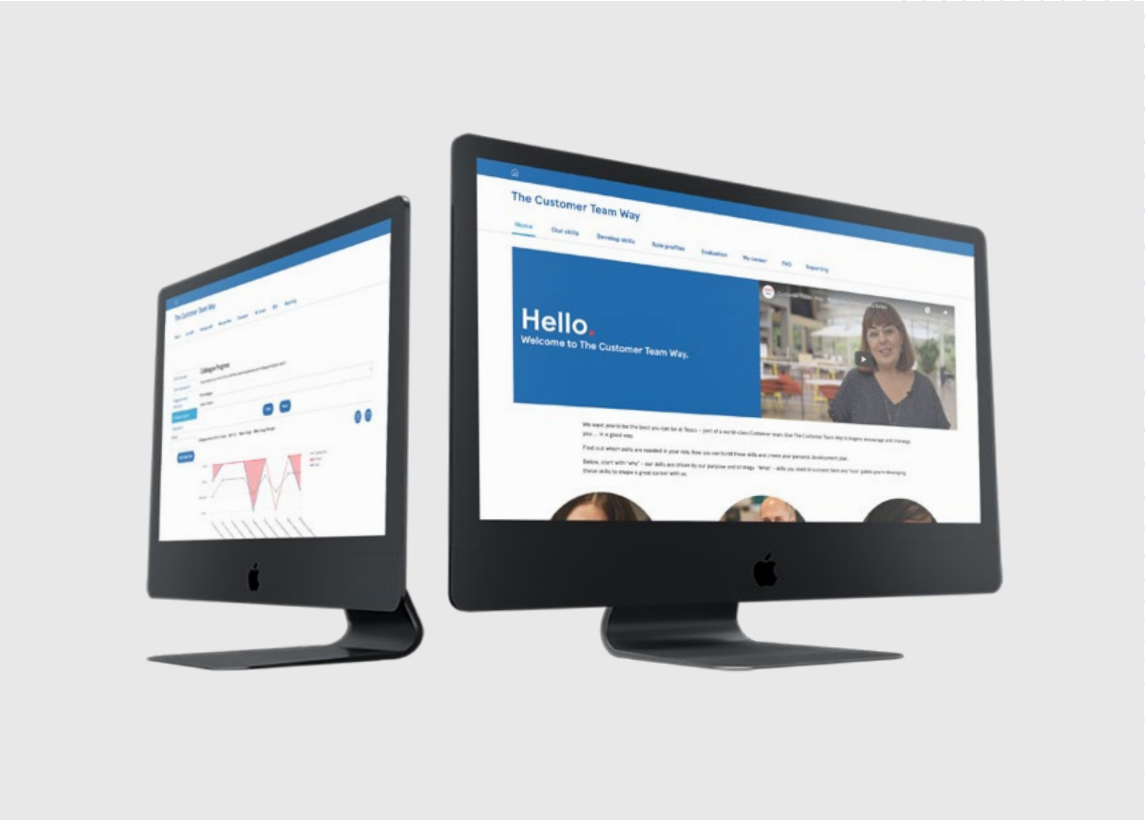
Tesco needed a technical solution that shone light on the skill shortages within the business and add an evaluation tool to allow Tesco to analyse performance.

The second part of our solution was to build a comparison tool. This gave team members the chance to assess their skills against other roles. This gave them a benchmark and allowed managers to see how their team members could grow. This was a fully interactive system using Angular JS. The results were created live which gave the Tesco the insight to see who in their organisation was able to fill skills gaps.

THE RESULTS

96% engagement with the application
Allowed **20%** more people to move roles internally which lead to a recruitment saving of over **£800,000**.







Thank you

For more information please contact:
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EXPERIENCES THAT CONNECT

Expertly crafted by:



Recognised by:

