

Self-paced Career Planning Workbook

Media



Sydney, AUSTRALIA

Worklife's Client

As one of Australia's leading media groups, this organisation has been in operation for over 150 years in international, national and local media and news in both print and electronic environments.

This client has a long-standing history in Australia of quality, trust and integrity, and with these values in mind they seek to mirror these in their dealings with team members, clients and customers.

With 6,900 team members, the client was restructuring several parts of the business when they continued a long-standing relationship with Worklife. With a staff turnover rate of 13%, there was recognition that individual team member needs should be aligned with organisational goals to achieve maximum mutual benefit.

Worklife's Development Opportunity

Worklife was charged with the responsibility of taking existing materials and blending these with career coaching and planning materials to provide a succinct, comprehensive and user-friendly career planning solution.

Managers, team members, organisational development specialists, and human resources practitioners would use this solution. Worklife needed to provide a unique approach to this project and ensure that the final career development initiatives appealed to all levels of decision making and responsibility in the organisation.

Worklife's Proposed Solution

A mid 2005 client survey showed that over 60% of Sydney-based organisational development specialists did not know of and/or had not used the existing career planning and development materials. The vision of these team members was for a single, self-paced, customised workbook and Worklife proposed a four part solution:

Research Workshops

Two workshops were developed, conducted and attended by over 30 key stakeholders. These workshops were designed to review current materials, timeframes, activities etc from the existing materials and nominate aspects to be included in the new resource.

Focus Group

A focus group of six team members was established to review Worklife's recommended content and design of the workbook. After two initial drafts, the final workbook was presented to the client's in-house project manager.

Workbook

Worklife developed the workbook in line with the nominated choices and the desire for a balance between job enrichment, career development and work/life balance. In addition to the customisation of resource content and design, the workbook was also customised with corporate branding.

Roll-out Presentation

Following sign off and to coincide with the release of the workbook, Worklife conducted presentations to OD and HR specialists within the client's organisation.

Achieved Outcomes

The workbook was successfully developed and implemented into the organisation within timeframes and budget. This initiative consolidated four existing workbooks (totalling 240 pages) into one 90 page self-paced workbook.

Feedback received from the Project Manager (PM) to date has been extremely positive. The PM used words such as 'excellent', 'brilliant', 'exceptional' and 'fantastic'. They also spoke incredibly highly of the instructional design ability of Worklife as well as the facilitation skills demonstrated. As a result, the client is looking at expanding their career development portfolio and has approached Worklife to spearhead the project.

For more information, contact:

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