



## CASE STUDY:

# Video Illustration (Animation)

### Client Business Challenge:

CRH, Americas Materials is the leading vertically integrated supplier of aggregates, asphalt, ready-mix concrete, and construction and paving services in the United States. The company's Vice President, Learning & Development hired Learning Curve Consultants to create a video to support an existing training workshop.

### Learning Curve Consultants® Actions Taken:



#### Identify

Learning Curve Consultants analyzed the needs that CRH, Americas Materials expressed as it relates to the training video, as well as the desired outcomes from having it created.



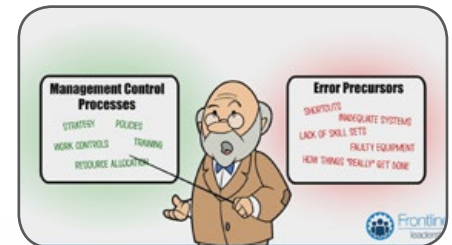
#### Implement

Based on client feedback and input, Learning Curve Consultants recommended a video illustration, or animation. Because CRH, Americas Materials had no previous experience utilizing this type of tool to support its training, Learning Curve Consultants suggested a phased approach to development to ensure that the core team was comfortable before moving too far into development, and that it fit the company brand. The solution was very well received and exceeded the client's expectations.



#### Measure

CRH, Americas Materials ran a pilot of the training session utilizing the new animation illustration video. Both facilitator and participant feedback was extremely positive. So much so that Learning Curve Consultants has been asked to create another animation video for a different module within the training.



### Client Testimonial:

“Everyone loves it! Participants, as well as the leadership team. We liked it so much that we wanted another one!”

- Mickey Scherer, VP, Learning & Development

Contact us to find out how to  
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