

RICOCHET PARTNERS KNOWS THE LEARNING VERTICAL



WE COLLABORATE WITH LEADING COMPANIES TO
PRODUCE INNOVATIVE LEARNING THAT WORKS.
USING THE UNIQUE EMPOWERMENT OF STORY,
WE CREATE LEARNING EXPERIENCES
THAT ACCOMPLISH OBJECTIVES WITH
MAXIMUM LEARNER ENGAGEMENT.



SALES & MARKETING EDUCATION FOR FORTUNE 100 COMPANY

This company identified the skills their sales and marketing team needs now and in the future to be successful. Ricochet designed and developed engaging curriculum for 6 courses in the program using high-production value video scenarios, interactive experiences, and peer interviews.

Stakeholder Identification and Mapping: In this interactive experience, best practices for assembling the right stakeholders for a new project are learned.

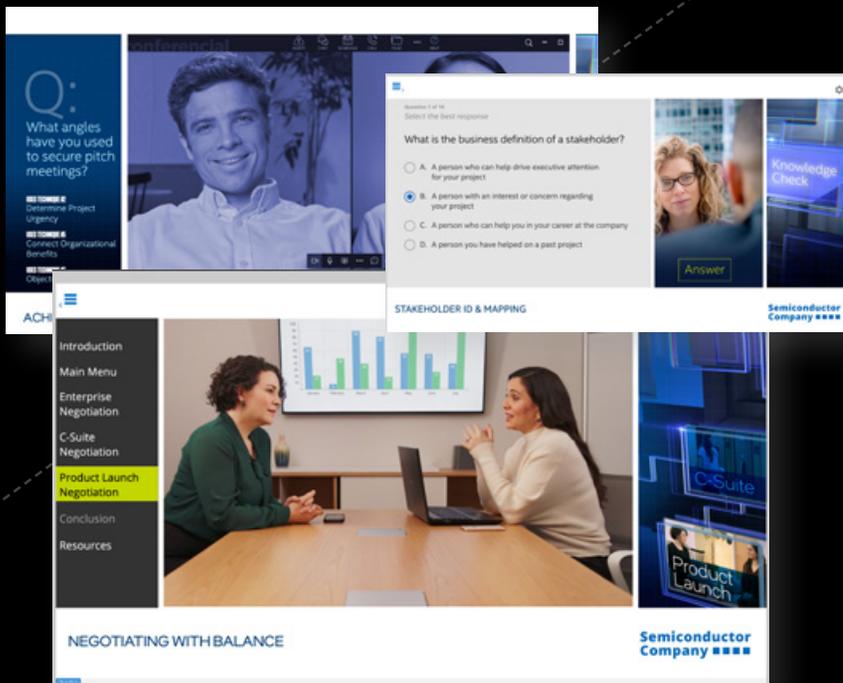
Stakeholder Networking: Learners gain insight on the business value of creating mutually beneficial relationships with those inside and outside your own organization.

Negotiating with Balance: Three dramatic scenarios learners the opportunity to witness various negotiation situations and analyze the methods of key characters as they pursue negotiating successfully.

Using Market Research: Learners participate in the process of commissioning custom customer research and applying its directives in sales and marketing initiatives to win customers and contribute to improved brand perception.

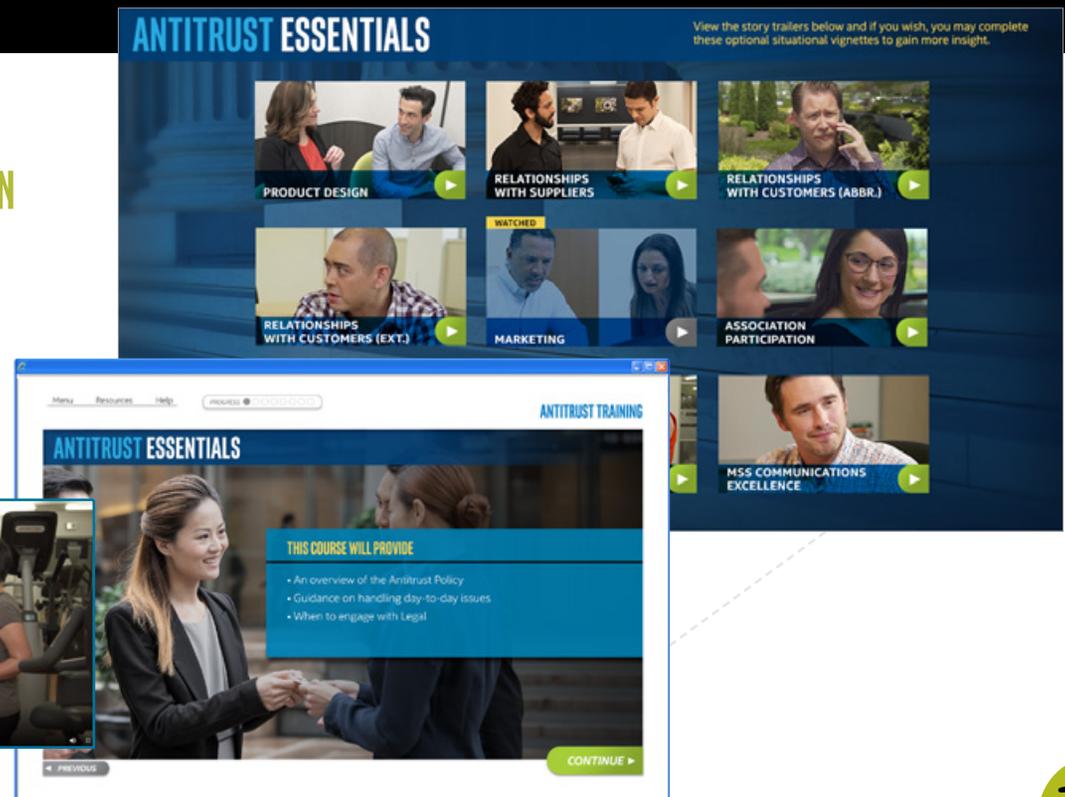
Solutions Development: This instructor-led course includes a live action scenario with principle illumination and discussions in Exercise One, and applying an existing solution within an industry and discussions in Exercise Two.

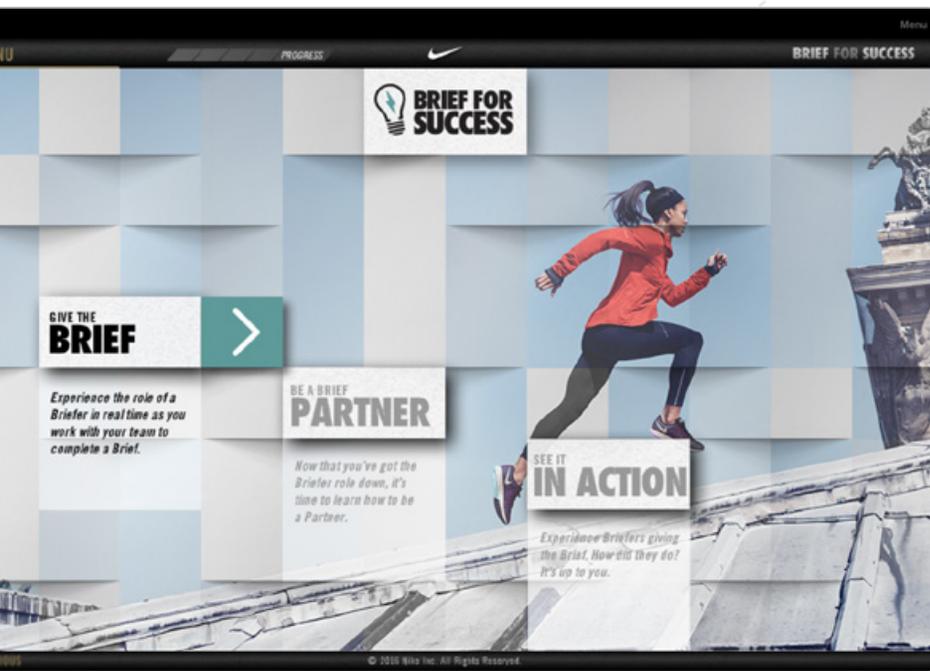
Achieving Yes: This instructor-led course utilizes two live action dramatic video scenarios to enable learners to increase the probability of obtaining their goals with internal and external constituents.



ANTITRUST TRAINING FOR SEMICONDUCTOR TITAN

This *Brandon Hall Excellence in Learning Award* winner uses dramatic video scenarios and multiple learner paths based upon learner job and role to help employees understand key antitrust law concepts and the company's antitrust policy. This enables them to spot potential issues, avoid problems, and seek more help from Legal when they need it.



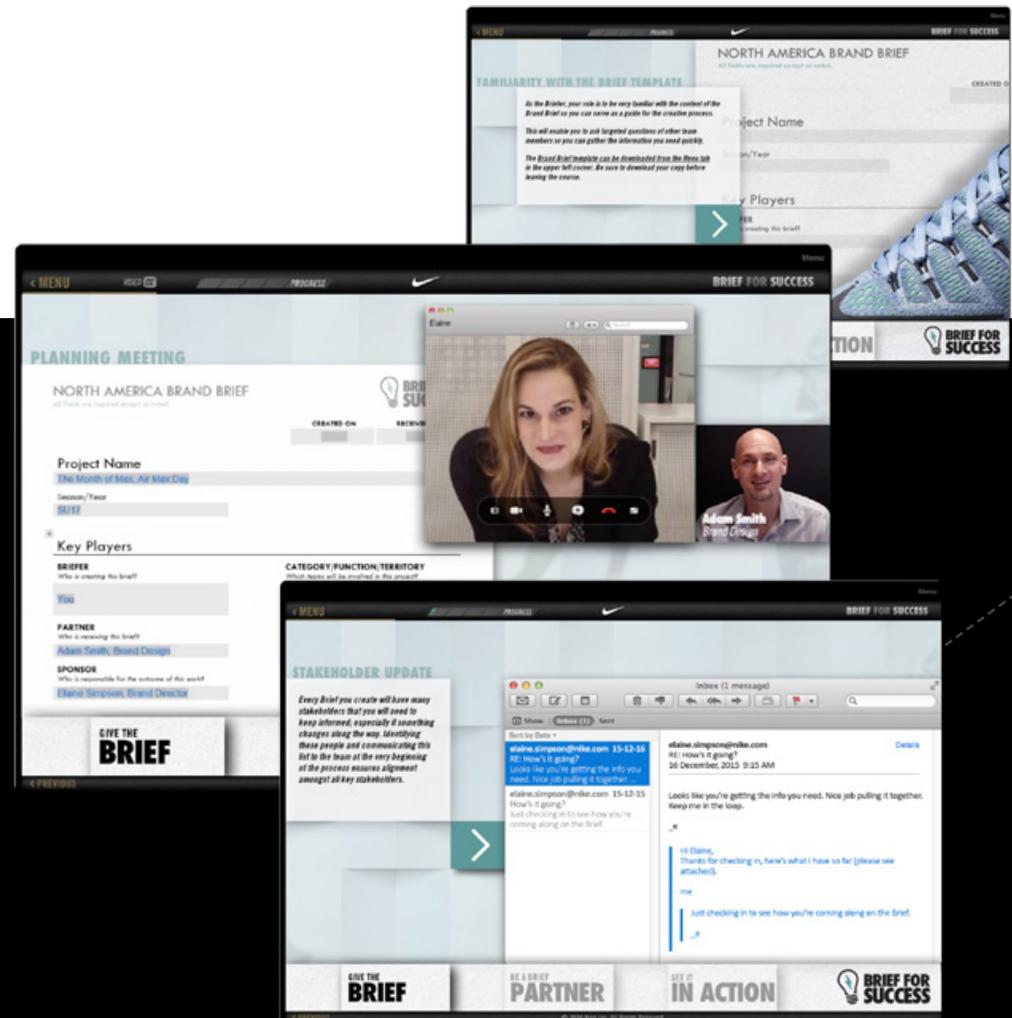
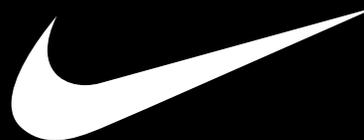


NIKE BRIEF

When operations realized the change orders on their creative projects were excessive, they investigated. They discovered employees involved in the creation of all brand advertising and marketing materials had as many methods of briefing their teams and agencies as they did employees.

The process started with the need to create one briefing process and document for all projects. Ricochet consulted on the development of that unified brand brief.

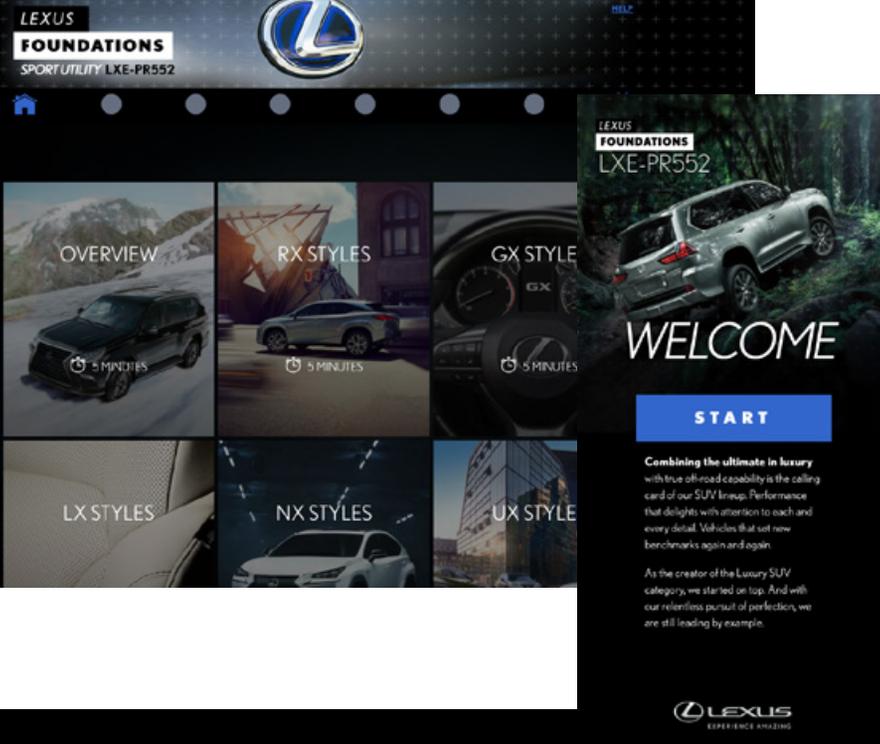
Our experience as a marketing as well as a learning agency provided us with unique expertise as well as insight into the needs of the brand marketers. Standardizing the brief and the briefing process on creative projects was the charter of this course. We developed a unique experience-based eLearning course to teach the brand marketing organization how to complete and present it to their teams and agencies. Using simulation, learners enter a real-life project experience interacting with project leads, stakeholders and colleagues as the brief is completed. A highly engaging and effective course, it led the process change management initiative to improve brand projects adherence to project budgets.



LEXUS FOUNDATIONS

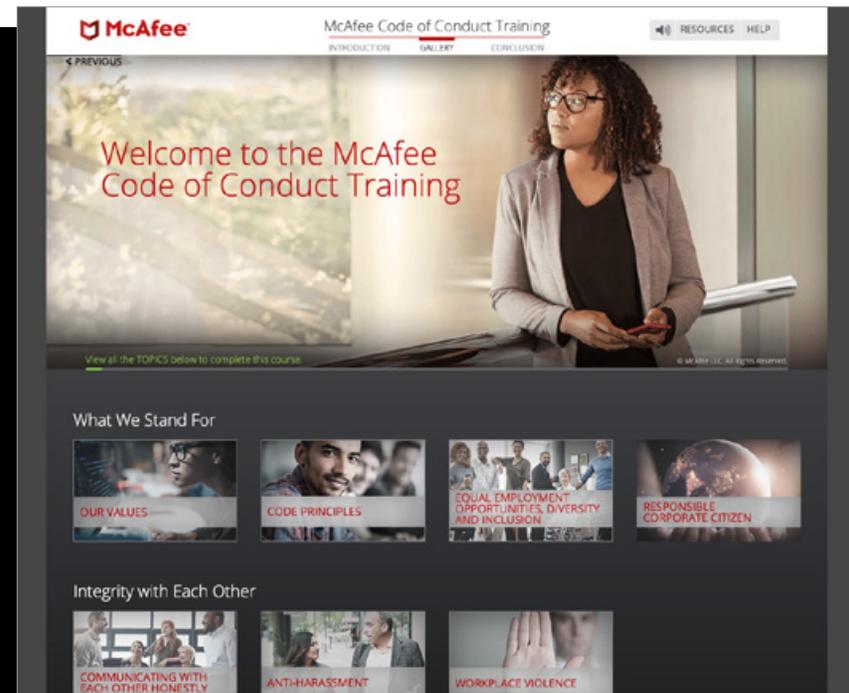
A leader in luxury vehicles, Lexus needed to train their employees and dealer network on the vehicle lines and the models within those lines to enable them to represent them in sales, business, and casual conversations as ambassadors of the company brand. The dealer network is required to take the training each year for certification.

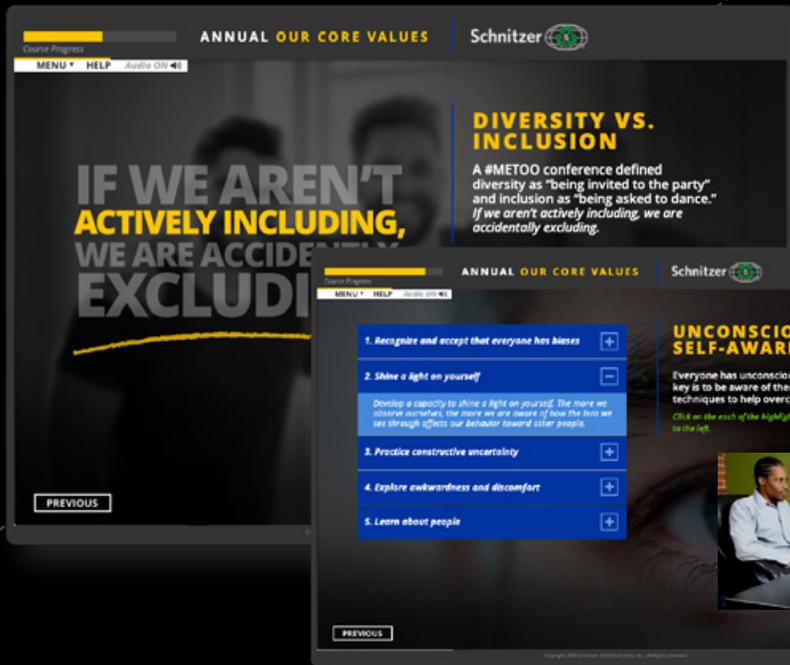
Our innovative instructional and design style, along with the effective use of story enveloped the information in a memorable context allowing the stories to become part of the learners' conversation. Self-exploration of content empowers learners to take control of their experience. The modular design of the course allows for easy updating of new models, new features and new brand information. This course is the winner of multiple awards including *Brandon Hall Excellence in Learning Awards Gold: Best Use of Video for Learning* and *Silver: Best Advance in Custom Content*.



MCAfee CODE OF CONDUCT

This engaging compliance course includes real life video dramatizations of authentic situations where McAfee employees face decision points. In some cases, we begin with the consequences of a decision and then travel back, murder mystery style to uncover what caused the infraction. In others, we use a sitcom approach developing characters with specific behavioral representations who embark on misguided conduct adventures with their cohorts providing them options for taking the appropriate course of action.





SCHNITZER STEEL DIVERSITY & INCLUSION

Expanding on the content included in Schnitzer’s *Our Core Values* course, this learning experience includes two live action dramatic scenarios as core teaching elements. The scenarios reflect powerful real-life situations which create direct relevance to learners. After viewing, learners are queried on the behaviors and actions of protagonists and supporting characters. Through their answers, learners become self-aware of existing bias. Through the answer feedback, they learn the appropriate behaviors the company expects employees to exhibit.



RED HAT OPEN MANAGEMENT

Red Hat recognized their sales force needed to accommodate their rapid growth in business solutions software with a new selling model. Through simulation, we placed learners in first person experiences with customers, choosing their responses to them and seeing the outcomes of those decisions. A *Brandon Hall Excellence in Learning* winner, this course successfully helps the sales force engage in business challenge discussions utilizing sales conversational methodology.

