

Welcome to the Tesco Academy A Mohive customer case study

Case Study



Operating in 14 countries across the world, Tesco's approach to learning and development ensures that employees are fully equipped to deliver for the customer. From specialist training through to international leadership development programmes, Tesco is recognised as a great developer of skills. Now Tesco's new virtual learning portal – "Academy Online" - is set to become a key point of call for learning and development activity across the business, both in the UK and internationally.

Development of people is a key priority for Tesco – ensuring that people have opportunities to gain new skills and develop their careers.

The Tesco Academy is where leadership, management and operational training begins,

and is an important way that capability is built across the business.

"Material is developed to a common set of standards using a common approach, all under the umbrella of the Tesco Academy", explains Mark Roberts, a senior project ma-

Case study

nager within the team. “This ensures that training materials are of the highest quality, are consistent in approach and can be trusted by staff wherever they work across the group.



Listening to staff is key to helping us understand us what is working and where we should make changes



“Listening to staff is key to helping us understand what is working and where we should make changes,” continues Mark. “Over the last few years we have increasingly heard that people were learning in different ways outside of work; using technology and moving to a “just in time” approach to gaining knowledge. Staff were looking for Tesco to broaden its approach to learning and development in response to this, so the “access to learning” project was born and one of the deliverables is “Academy Online” – a new online portal for staff in the business.”

Access to learning – Development of Academy Online

Academy Online has been developed in conjunction with staff to provide simple awareness of training and development opportunities in the business and access to high quality resources including e-learning. Its focus is on delivering a learning “experience” for staff as opposed to simply a database of information or traditional learning management system. This means delivering a strong interactive experience tailored to where people work and the jobs they do.

“As well as providing details of training and development activities our staff told us that they wanted a wide range of content delivered in multiple ways. So while a large proportion of our training will continue to be delivered in existing ways, and face-to-face

training will always have an important place within our offer, we are finding that other forms of content - like e-learning, video and podcasts – deliver content effectively and generate strong feedback from users”.

Content Creation

“One of the first requirements we focused on for the Academy was the ability to create and roll-out our own e-learning content. As a consequence, finding the right authoring solution was an early priority. Tesco is highly successful in creating its own materials, and we are recognised for the quality of training and development we can offer our people. With the right solution, direction and support, we can extend this internal e-learning development” says Mark.

“We’ve looked at a number of authoring products over the past 12 months and have chosen to use Mohive to support our internal content creation. We like the way that content can be configured before it is made available to others. This feature helps us to create a consistent base in terms of content look and feel, and encourages the right behaviour in our course creators. The system provides clear parameters under which course creators should write and author material while still enabling them to include variety within the solution. It’s enabling them to bring really compelling interactivity into the learning they create.

”Instructional design will always be the critical element at the core of good course creation and no authoring solution is going to take that away, but my belief is that a strong instructional designer would find Mohive a simple product to use.”

Initial content produced using Mohive has included training on the Tesco values, the leadership models used in the business, and specific modules on health and well-being. “We’ve been pleased with the content we have created so far, and staff have indicated we are doing the right things. In particular, people have commented on the highly visual

Case study

nature of the content, and the fact that they feel involved in learning rather than simply clicking through the pages. This is a direct result of the combination of strong instructional designers and the Mohive product.”

On demand is in demand

The vision is for Academy Online to roll-out across the Tesco business, both in the UK and internationally. Rolling out a new process is never easy, but with clear signs that the appetite for learning on-line is on the increase across the Tesco workforce, Mark and the academy team believe their bold plans are sure to receive a warm welcome: “Our people are getting excited by e-learning and rightly so. Moreover, course creators within the business can sense this enthusiasm and are excited about delivering content in formats that are clearly in demand: they want to rise to the challenge.”

“We need to make sure that we create a strong experience for staff; that we’re crea-

ting content that engages people, and that it can be accessed using technology that works.”



We need to make sure that we create a strong experience for staff; that we’re creating content that engages people, and that it can be accessed using technology that works.



”We anticipate that between 15 and 20 courses will be available by the end of 2010. It’s a critical stage of the programme and the experience will help us realise our goal of creating an internal team of Subject Matter Experts and course creators who really understand our business, our design standards and how to use the Mohive system.”