



Monarch Media, Inc.  
Case Study

**World Wildlife Fund**  
*Using Adaptive Learning  
to Train Employees*

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## Industry

Non-profit

## Challenge

To train employees, both new hires and longtime staff, in the organizational strategy related to joining the Global Markets team. As a smaller initiative within the larger organization, there are different levels of experience among those being onboarded. Additionally, this team is distributed around the world making scheduling a challenge. Further, WWF staff try to reduce CO2 emissions by not flying if possible.

## Solution

Working with the WWF's subject matter experts, Monarch Media developed an online course titled Introduction to WWF's Work on Market Transformation. The course uses open navigation and branching so employees can adapt the training to their needs.

## Key Benefits

- Cost savings — replacing live webinars with one training creates less burden on management.
- Convenient — it can be accessed anytime from any Internet-connected computer or mobile device.
- Effective — adaptive training approach means learners spend as much time as they need, but no more.
- Environmentally friendly — online learning prevents flying and thus CO2 emissions.

## World Wildlife Fund Adopts Adaptive and Flexible Learning Approach

World Wildlife Fund (WWF) works with businesses to improve the production of commodities that affect forests, freshwater, oceans and the global climate. WWF's Markets team believe the key is to transform multi-billion dollar industries, helping them produce the goods and services we need in ways that avoid damaging the natural systems on which we all depend for survival.

In response to a request for help from the WWF's Markets team, Monarch Media collaborated with them to create a training module for its employees who are working to transform businesses and markets to operate within the planet's limits.

The goals for the project included providing background and context to allow new employees to get on board more quickly, and making complex concepts more easily understandable and tangible. Once the course was developed, employees across the globe gained access to resources to help them be more effective in their work.

The eLearning course we developed replaced a 1.5 hour webinar with a 45 minute self-service interactive training. Knowing that each new employee joins WWF with a different level of knowledge, we took an exploratory approach that allows learners to focus on the areas of greatest interest and need. The course has four branches that employees can review at their own pace:

1. Market and Theory;
2. Priority Commodities;
3. Negative Impacts of Production; and
4. Strategies



*“Thank you very much for the awesome work you’ve done. We got really great feedback on the training.”*

— E.P.,  
Researcher at the World  
Wildlife Fund

For example, if an employee is interested in a priority commodity, such as tuna, she can go directly to the section of the course that covers how overfishing upsets the ecological balance of marine biodiversity in her part of the world. She can also learn what WWF is doing in the tuna processing industry to decrease negative impacts on world tuna stocks.

Monarch broke the course content into four discrete sections that are smaller and easier to manage for learners. Breaking up the content into small chunks also allows the WWF to repackaging the sections into custom training solutions that accommodate different audience’s needs. By providing learners with the freedom to explore at their own pace and focus on the topics relevant to them, they can more easily digest the content.

Several types of interactions are used to keep learners’ attention throughout the course. For example, Monarch leveraged WWF videos on market transformation to include multimedia examples. The course also includes other interactive pieces, such as animated graphics, more than 20 downloadable PDF resources, and “key fact” assessment questions.

## Conclusion

Creating a successful eLearning experience starts by defining the specific knowledge and skills you want your learners to acquire. By transforming an extended orientation session into an adaptive online course, we helped WWF employees have access to just-in-time learning that allows them to join and become effective members of a global team.

## More Information

To learn more about how Monarch Media can help you with your next eLearning project, please call, email, or visit our website:

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