



SNA BESPOKE

**HOUSE OF
LEARNING &
CONTENT**

*Empathetic,
bespoke learning*

S&A BESPOKE: STRATEGY AND ART

We are a boutique e-learning and content marketing company, in the business of creating instructional design and blog content, across verticals, domains and media.

Sindhu Roy, the founder, has been designing and delivering learning for companies for more than 18 years, including stints at Tata Interactive Systems and Accenture. She has delivered contextualized digital training for over 18 years, both as an individual Consultant and through S&A Bespoke.

Instructional Design Approach

S&A Bespoke was born of a wish to create content that is authentic, researched and yet designed to engage the learner with lateral treatment and intuitive interactions. Moving away from generic modules and pedantic content, we attempt to design content that is **practical**, **applicable** but **creatively** set within the personalized **context** of the learner.

Our team consists of hand-picked writers and production partners with extensive person-hours of experience along the entire lifecycle of e-learning.

The empathy, collaboration and responsiveness of **Design Thinking** has been an integral part of all services at S&A Bespoke. Some of the instructional design elements we use to ensure maximum retention and engagement with the learners include the following:

- **Hook** the learners in with a quiz/activity that makes them think, before explaining theory
- **Set the context** with scenarios relevant to the learners' industry, and bridge the gap between the learning and work environment.
- Create **branched navigation** that lets the learners explore real-life consequences
- Use **mascots** to take away the intimidation of complex content and deliver easily absorbable tips and best practices.
- Provide **reinforcement** of concepts through mindmaps, sliding timelines, infographics, clickable maps.
- Ensure motivation with **gamification** or elements of it, across management levels
- Use feedback in the **learning checks** as a powerful tool to reinforce the main learning

PROJECTS AND CLIENTS

Top e-learning firms (Tata Interactive/ MPSI, Knolskape, SiyonaTech) have outsourced ID to us and have been repeat consumers of our content. Projects completed for both outsourcing requirements or end-clients include the below (among many more):

- **CRMNext:** Turnkey digital transformation of offline CRM training into interactive online learning, with elements of gamification using a Learning Academia concept.
- **PepsiCo South Africa:** Online training for the PepsiCo South African sales staff on the PepsiCo product range, using local market scenarios and real-life industry examples.
- **PepsiCo PeP+:** Branched, layered ID solutions for the sustainability initiative Pep+ worldwide; using gamification elements to deliver global sustainability directives.
- **ITC:**
 - **ITC Foods:** Training modules on the food manufacturing process; using assembly line stages as interactive mechanisms of navigation.
 - **ITC Cigarettes:** Interactive digital training about the cigarette manufacturing process using a character 'Patta Bhai' to ease the delivery of complex learning.
- **Tata Motors:** HR training for top-rung management, using contemporary industry scenarios to drive home the principles, with layered feedback.
- **Indian Institute for Human Settlements:** Video-led training about the UN Sustainability Develop Goals, with in-depth research and geographical examples.
- **BPCL:** Video-based bytes about the BPCL organization and services, for their corporate digital library; creative story telling drawing parallels between the BPCL pipelines and the artery network of India's commerce.
- **Unilever:** Series of flash-based, interactive, visual modules for the Unilever Learning Academy on a range of topics from sustainability to supply chain to business strategy.
- **University of Phoenix:** Simulations on various management topics; creating branching decision-trees using real-life industry cases for the learner to explore concepts.
- **Marico:**
 - Software simulation training and walk-throughs for SuccessFactor HR at Marico
 - Induction training offering a repository of information from culture to HR
 - Interactive, scenario-based safety training module
- **Ralph Lauren:** HR training on the lateral career path at RL, through extensive use of organizational scenarios and learning through feedback.
- **Novartis:** Complex digital training for managers across geographies on the critical launch process, use of branching decision trees and gamification.

S&A Bespoke

- **Knolskape:** Interactive scenario-based training on management topics, created specifically for the mobile, with concise text, flash cards and responsive quizzes.
- **Mahindra and Mahindra Trucks:** Interactive story-telling for the truck drivers, using visual content and navigation to engage the learners while delivering best practices.
- **Genveo:** Technical courses using talking head videos and screen walkthroughs.

Types of eLearning offered:

- Scenario-based management topics
- Gamified or partly-gamified engagements
- Talking-head educational videos
- Branched business scenarios
- Software simulations and walk-throughs
- Mobile-specific learning
- App-based interactive content

Range of topics covered (among others)

- Soft skills, communication
- Sales, marketing, branding, product launch
- Management topics: Leadership, agile, conflict resolution
- Supply chain, manufacturing
- Sustainability and CSR
- CRM and HR software
- University-level educational subjects

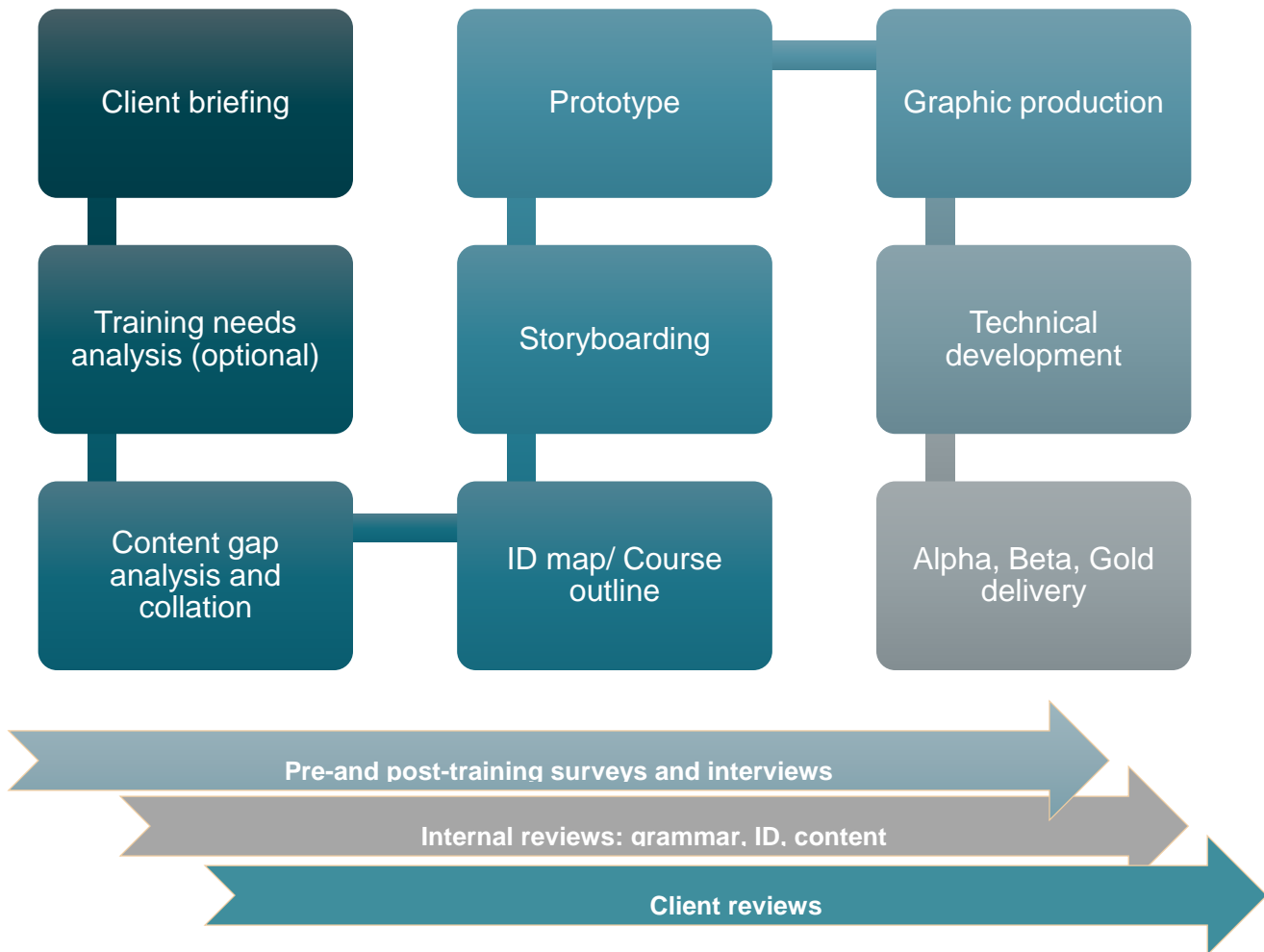
We also have teams that provide...

Corporate video scripts: For Hyundai, Wipro, General Motors, and more.

SEO-based blog content: For Grohe, Stanchart, Amex, Advanced WaterTek, Cigna and more

PROCESS

The hallmark of our processes is responsiveness. We create the e-learning content and modules for you, with you. An overview of our processes is as below:



We promise transparency and agile resolution of any bottleneck.

S&A Bespoke

The objectives of our learning solutions are derived from the goals you have for your learning, and the vision of your stakeholders. However, the backbone of the programme is aligned to needs and mindsets of the learners.

We look forward to starting the collaborative journey towards the perfect training module that will engage, inspire and accelerate the growth of your employees/

Look forward to a detailed connect,

Sincerely,

Sindhu V. Roy

Founder

S&A Bespoke

+91 9972932865

www.snabespoke.com

