



Drake Resource Group Partner In Quality with Motorola University

Business Challenge



Motorola, Inc., a global Fortune 100 company and leader in wireless and broadband communications and services, has a rich history of a commitment to innovation that has produced many technological breakthroughs. Today, the company offers a wide range of products and services – from consumer devices to solutions for businesses, governments, and service providers.

For many large companies, training employees is one of their largest challenges. Learning leaders work hard to provide quality, relevant training solutions. Questions that nearly always arise are: “How do you know whether people have learned anything they can apply to their jobs? How do you engage adult learners? Just what are “quality” results?”

Such was the challenge for Motorola University (MU), no stranger to quality initiatives. As the inventor of the Six Sigma process improvement methodology, Motorola has long-standing and time-tested experience in this area. Over the last few years, the company has been working with their customers and suppliers to deliver the benefits of Six Sigma quality standards. However, to meet their own improvement goals, the company must provide its own employees with the highest quality, comprehensive training courses as well.

The Quality Group of MU engaged Drake Resource Group as a partner in their goal to design instructionally sound, creative courses, based primarily on the Six Sigma quality philosophy. The audience included a variety of employee groups throughout the worldwide organization.

Partnering for Success

The Drake team partnered with Motorola in 2005, and set an aggressive goal for 2006 — to improve the look, feel and timeframe of Motorola’s badge course design and development. This goal involved review of previous Belt courses, adoption of the Six Sigma philosophy and use of their combined expertise to Motorola’s advantage.

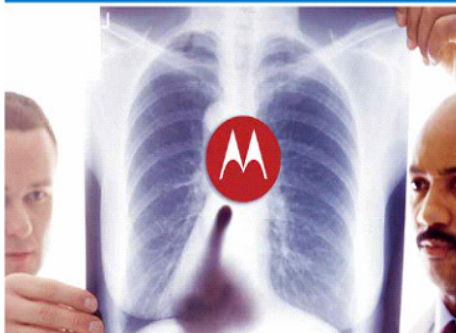
The Drake Resource Group team included instructional designers, graphic designers and other experts in technology, copyright and project management. They began by identifying and understanding the needs and the timeframe for the project. Consultants learned about the company’s overall culture and environment, to help them understand what employees were accustomed to, and what would help them improve in their positions.

The result was to develop courses with learning objectives, attention to age, language and cultural variances, job aids, animation, simulations and other techniques to engage learners. To make classes more interesting and enjoyable, the team focused on message design, integrating more team exercises, class activities and examples. Drake committed to design the very best learning solutions possible within Motorola University’s budget, timeline and deployment guidelines.

Taking Quality to Heart

Quality Vital Signs Program

MOTOROLA
imagine everything



Motorola takes quality to heart.

Results

Throughout the project, the Drake team met project challenges with a professional and creative problem-solving approach. As this partnership continued, over 40 classes were developed or modified in a just over a year's time. Each was customized to be relevant to the various business groups.

Summarizing the accomplishments of the 18 month partnership, the Motorola University Director had nothing but high praise for the Drake team's ability to *reduce the course development cycle time by 43%* while improving quality and employing the highest standards of instructional design. Instructors provided positive feedback to the Director, stating the new materials improved their abilities to teach classes. The deployment of the courses was hugely successful and impacted learners globally.



T.T. Yew receiving the award from Penang Chief Minister, Tan Sri, Dr. Koh Tsu Koon.

International Recognition

As another confirmation of the partnership's success story, the Motorola Penang Division won the inaugural Penang Chief Minister's k-ICT Award for Knowledge Worker Development. T.T. Yew, Managing Director of Motorola Technology, received the award from Penang Chief Minister, Tan Sri Dr. Koh Tsu Koon.

Motorola's winning submission was based on its experience in implementing the Six Sigma/Quality IQ initiative. One of the Asian Motorola employees expressed thanks to Drake Resource Group, confirming that their contributions to course development and deployment had helped the Penang group win this award.

Motorola's approach to knowledge worker development has generally produced more capable employees. In addition, the Digital Six Sigma/DFSS/Quality IQ Development process has enhanced the company's organizational competitiveness by:

- Improving the business and quality improvement capabilities.
- Transforming manual labor work to be more knowledge-based.
- Improving the bottom line.
- Achieving a cost savings of \$30 million USD.

Partners for the Future

The Drake team's extensive skills and experience in training large corporate populations and the success achieved so far, has set the stage for future phases of a maturing curriculum. With a growing global audience, new course development will require alternative delivery methods and several language translations. Drake Resource Group's own commitment to high quality and a genuine concern for their client's project goals, has made them an ideal partner for Motorola University.