



**DEKRA** LEARNING

**STUDIO** 

# DEKRA LEARNING STUDIO

DEKRA have decades of experience in delivering performance improvement programmes, covering business areas such as:



## **Automotive:**

- Retail - New & Used Cars
- Fleet & Business Sales
- Aftersales
- Inspections and Audits
- Customer Relationship Management



## **Manufacturing Environment:**

- Process Safety
- Health & Safety



## **Transport & Logistics:**

- Driver Training
- Last Mile and Middle Mile
- Shunter Driver
- Appliance Installation



## **Sustainability:**

- Energy Transition
- ESG
- Circular Economy

At DEKRA Learning Studio, we consult with you to build bespoke training and coaching packages tailored specifically for you and your business.

We use a wide range of skills and software, to create innovative, engaging and educational learning experiences that help your employees improve their performance.

At the Studio we are:

- Recognised for providing exceptional, engaging and innovative content
- Fully digitalised and offer a numerous solutions to performance improvement
- Flexible and able to deliver full programmes or mini projects to suit your budget
- Adaptable and responsive to your needs

**" The video created by the Studio is fantastic and has been very well received. It is being used by myself, a national law firm and the Metropolitan Police. The construction industry are mandating it across all hauliers, a training provider has included it for all candidates prior to taking their theory tests and the department of transport have expressed an interest. "**

**Safety and Logistics Operations, Director**

**" It's been great working with the Studio team, they provided prompt edits and we're really pleased with what they've produced for us. All the modules they developed have been effective and embraced by our site visitors. "**

**Power Station, Health and Safety Officer**

**" We could feel the passion and dedication that you all brought to the table. For me this was a key factor in the success of the programme in the UK. "**

**Selling Luxury - Global Retail Performance Programme Manager**

**" Ian was such a great coach, with a lot of knowledge and enthusiasm. Time flew by, and I have come away with a better understanding of EVs and more confidence as a result of the training. "**

**EV Coaching Programme - Working with a global OEM on multiple projects our team is proud to have won several awards**

# Working **with us**

Creating the right solution for your needs is at the core of everything we do. DEKRA Studio produces digital solutions that can transform your employee's learning experience. Working closely with you throughout the development process to deliver effective, engaging Digital Coaching and eLearning solutions.







# Our Studio Services

## Digital Learning

Remote Digital Learning is fast becoming a key component in the continued learning and development of employees. Providing engaging, structured learning content available to access on-demand across a range of digital devices.

Our team can support you in the development of your course content, identifying your learning aims and objectives, providing instructional design expertise to deliver an engaging, interactive user experience with proven results.

Our SCORM compliant Digital Learning can be uploaded to your LMS.

## Digital Coaching

Digital Coaching provides support to participants in bite size remote sessions on topics that support a wider coaching, consulting or training programme. Enabling participants to overcome barriers to success and work through their identified performance improvement actions.

Digital Coaching is efficient, cost effective and the bite sized approach is appreciated by participants at all levels across businesses.

## Broadcast Training

Using state of the art technology these broadcasts are engaging, interactive and focussed on delivering outcomes to meet your business objectives.

Regular training on any topic, with consistent messages being expertly delivered to your employee's, in a format that fits around their working day.

These broadcasts are also ideal for product launches, marketing campaigns, introducing new initiatives or processes & area meetings.

## Video

We provide an end-to-end production service. Storyboarding, scripting, filming, voice overs, motion-graphics and editing. We collaborate with you to tell your story.

Videos harness auditory and visual learning styles as well as reinforcing learning experiences for product launches, demonstrations, introducing new processes or topics.

Research shows viewers retain up to 95% of the message when it is delivered in a visual video format, DEKRA are experts in ensuring your message is understood through this method.



## Animation

We add value to your project with motion-graphics, when words alone aren't enough.

Animation can be the perfect way to communicate processes, stage simulations and present scenarios.

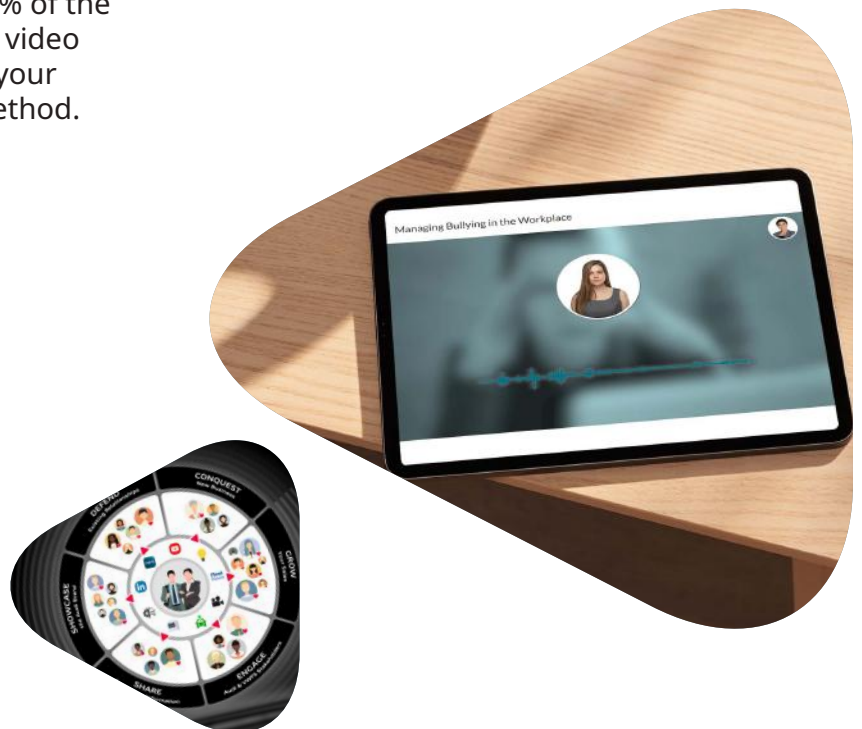
Our bespoke animations can make the complex simple, ensuring your message is concise and clear.

## Graphic Design

Our team offer a range of digital-first graphic outputs.

Ranging from infographic creation, digital brochures & promotional material, asset design for video and animation, to assistance with PowerPoint layouts, we can help.

We know the secret to attracting attention to any design work.



## Virtual Scenarios

This format offers experiences for employees and customers on a wide range of subjects.

Using virtual scenarios can transform relationships between customers and brands, opening the doors for personalisation and customisation of products, content and messages to the specific preferences and needs of customers.

Your employees can find themselves learning through a safe, secure, if not a little surreal environment that can help them learn without the risk of mistakes.



## Performance Management

A digital platform incorporating diagnostics, action plans, KPI reporting and more, in order to provide an interactive, adaptable coaching experience.

The accessibility of Performance Manager allows learning, monitoring and feedback to take place whenever is convenient for the user. Performance Manager includes:

- Diagnostics
- Action plans
- KPIs and monitoring
- Individual and consolidated reporting
- Sharing best practices
- A self-assessment tool
- A toolbox
- A simple information exchange system

## Managed Learning Services

Your business may already produce and deliver its training solutions to your network, utilising either in-house employees or outsourcing for specific training requirements.

DEKRA provide the management and smooth operating of these interventions. Sourcing suppliers, provide 'off headcount' services, manage quality of delivery and training liaison and financial arrangements.



# Case Studies

We don't shout about the brands we work with, because it's your story to tell, not ours. But the chances are, you've encountered our work. The car you drive, the train you take, the plane that gets you to your holiday, all may be connected to our projects.

The energy powering your home, the van delivering your latest online order, or the brand behind both? Possibly us too.

Here are a few anonymised real-world case studies from our client portfolio, giving you a clearer picture of how we help businesses deliver better learning, coaching, and customer experiences.

## Digital Learning and Performance Coaching: Electric Vehicles

### **Challenge:**

An Asian car brand entering the European EV market needed multilingual digital and in-person training for two new models, with a third on the way.

### **Our Solution:**

We adapted their content to suit the European audience and developed three interactive e-learning modules in English, French, German, and Dutch. We also created 1-day in-store training for sales and aftersales teams, complete with trainer notes and support materials. To top it off, we helped manage their LMS, filling a skills gap at head office.







### Performance Coaching: Luxury Automotive (an OEM global award-winning project)

#### Challenge:

Sales for premium models were underwhelming. Teams lacked product confidence, and the overall customer journey didn't reflect a luxury experience.

#### Our Solution:

We took a holistic approach, involving every role in the retail environment. Through on-site coaching, we redefined their mindset around premium products, identified missed opportunities, and redesigned their customer journey, both online and in-store. The result? A 75.5% increase in order take.



### Digital Learning: Cybersecurity Awareness

#### Challenge:

A global client wanted punchy, engaging content to promote internal cybersecurity services. The brief? "shock and awe" but their budget didn't match the ambition.

#### Our Solution:

We streamlined their ideas and developed a series of short, avatar-led videos that balanced impact with brand integrity. The result? A scalable, multilingual (8 languages) e-Learning package that landed the message powerfully, within budget.



### **Digital Learning: Parcel Delivery Service**

**Challenge:**

A giant E-commerce company expanding into white goods delivery needed to train its personnel to install appliances safely and efficiently in customer homes.

**Our Solution:**

We collaborated with the client to create detailed instructional storyboards for an induction series and appliance-specific training videos. By arranging a dedicated set and managing the shoot and edit, we produced a professional suite of online coaching resources ready for rollout across their delivery teams.



### **Digital Coaching: Parcel Delivery Service**

**Challenge:**

A leading E-commerce company needed to upskill its delivery drivers with consistent, effective training to ensure safety and efficiency across its operations.

**Our Solution:**

We hosted a high volume of Digital Coaching sessions for the company's drivers, making training accessible at scale. This ensured every delivery driver received consistent, practical training to boost safety and efficiency.



## Digital Learning: Health and Safety Induction Training

### Challenge:

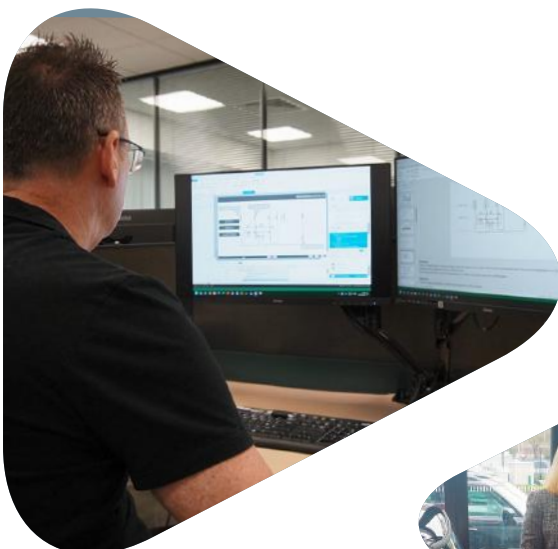
A major power station needed to modernise its mandatory health, safety, and site induction videos. These resources had become outdated and risked losing engagement and impact.

### Our Solution:

We worked with the client to shape their ideas into a clear production plan, using detailed storyboards and shot lists. This preparation streamlined the shoot and edit, resulting in refreshed induction videos that were polished, engaging and transmit the clients safety messages with clarity and impact.



Curious how we can help you? Let's have a conversation.





# Roles in the Studio

## What we do

### Our Performance Coaching Managers

Our team works closely with you to deliver customised face-to-face coaching programme solutions that make a real difference.

Their hands-on coaching and tailored content helps you achieve sustainable improvements that you can see and measure.

Our Performance Coaching Managers don't just create a list of actions and walk away; they work with your team, understanding your unique challenges and opportunities.

They use tools, workshops, and one-on-one coaching, and guide your team toward meaningful changes aligned with your goals.

Whether it's improving performance metrics, supporting new strategies, or helping your leaders grow, the focus is always on what matters most to you.

What makes this approach so valuable is the relationships it builds, as our Performance Coaching Managers become trusted advisors to everyone they work with, from senior leaders to front-line teams.

Their ability to adapt to your needs, communicate effectively, and deliver clear, actionable insights mean you'll always feel supported.

They're there to celebrate wins, tackle obstacles, and keep everyone moving in the right direction.

With their expertise, you'll gain more than just improvements, you'll create lasting change, stronger teams, and a brighter future for your business.





## The Digital Learning Coaches

Our Digital Coaches design and facilitate tailored virtual coaching sessions for you and your company's personnel. Whatever the topic or challenge, our team works with you to identify areas for improvement and create structured learning experiences that drive real results.

Through interactive coaching, practical exercises and ongoing guidance, we help enhance skills, build confidence, and improve overall performance.

Each session is customised to your team's needs, ensuring that the learning is relevant, actionable, and aligned with your organisational goals.

## Our Digital Learning Content Creators

Our team of Content Creators are at the heart of creating dynamic and engaging Digital Learning experiences.

They focus on designing and developing high-quality e-learning modules, digital content, and supporting materials that bring learning objectives to life. Using tools such as Articulate Storyline 360 and the Adobe Creative Suite.

The team stay up to date with emerging digital learning trends and innovations to ensure the content they produce remains fresh, relevant and impactful.

They balance creativity, technical skills, and an eye for design to produce content that is visually compelling, brand-aligned, and learner-focused.

The team works with you throughout the entire production process, providing end-to-end support on your projects. From the initial idea to final delivery, every stage is managed seamlessly and aligned with your goals, resulting in a final product that not only achieves your desired outcomes but also exceeds your expectations.

# The Studio Team

We have a team of highly-skilled individuals with decades of combined experience in creating Digital Learning material across a wide-range of formats, serving many industries and sectors.

DEKRAs dedicated and in-house Studio can:

- Convert face-to-face training into Digital Coaching, Digital Learning or Remote Broadcast Training
- Host and deliver one-to-one or one-to-many Digital Coaching sessions
- Create new content and transform existing training materials
- Develop programme supporting 'toolbox' best practice documentation
- Produce digital brochures, promotional material and infographics
- Offer multi-language translation & production

## **Lisa Griffiths - Studio Manager**

20+ years experience in Management & Sales Training Design & Delivery.



## **Darren Heath - Lead Digital Learning Content Developer**

20+ years experience of Digital Learning Content Development and Administration.



## **Oli Tillery - Digital Learning Content Developer**

10+ years experience in Digital Media Production, specialising in video, animation and graphic design with experience in Education and Marketing.



## **Liz Fitton - Digital Learning Content Developer**

10+ years experience in Digital Media Production, specialising in video, animation and graphic design with experience in eLearning.







**Alice Traynor - Digital Learning Content Developer**

16+ years experience in learning and development, specialising in e-learning and design solutions, focusing on user experience and impactful design. Expert in combining a range of tools, including Articulate 360, with a user-centred approach to develop high-quality, interactive content.



**Shanaz Pottinger - Digital Learning Coach**

5+ years experience in designing and delivering holistic, human-centred solutions to complex challenges. Specialising in evidence-based approaches to unlock human potential and support flourishing, drawing on applied psychology, behavioural science, and design thinking.



**Nicky Wilderspin - Digital Learning Coach**

10+ years of expertise in Training and Coaching, providing engaging Digital Coaching experiences.



**Eleanor Francis - Digital Learning Coach**

5+ years experience in Training and Coaching, delivering tailored Digital Coaching sessions to a wide range of sectors to improve performance.



**Ian Goswell - Performance Coaching Manager**

45+ years Automotive experience in various After Sales, Product and Learning & Development roles. Most recently specialising in EV and E-mobility.



**Jenni Palmer - Performance Coaching Manager**

12+ years experience in Education, creating and facilitating learning journeys that help learners achieve their goals and learning objectives.

# Get in touch with the Studio today



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