

# Solution Provider Profile

## EI Powered by MPS

June 2023



| Company At-a-Glance            |  |
|--------------------------------|--|
| <b>Name of Product/Offered</b> | Learning and Performance Solutions Provider  |
| <b>Headquarters</b>            | Bangalore, India   |
| <b>Year Founded</b>            | 1990   |
| <b>Geographic Coverage</b>     | Global – 25+ countries. Presence is spread across the US, Europe and Asia. EI is also growing its focus in India.  |
| <b>Industries</b>              | <ul style="list-style-type: none"> <li>Airlines, Aviation and Aerospace</li> <li>Automotive Sector</li> <li>Banking, Financial Services and Insurance</li> <li>Healthcare, Medical Devices and Pharmaceuticals</li> <li>Information Technology and Computer Software</li> <li>Manufacturing and Logistics</li> <li>Management Consulting</li> <li>Media and Entertainment</li> <li>Retail and Consumer Goods</li> <li>Beverage and Tobacco</li> <li>Universities and Continuing Education</li> <li>Government Agencies and Nonprofits</li> </ul> |
| <b>Website</b>                 | <a href="http://www.eidesign.net">www.eidesign.net</a>   |

## EI Powered by MPS OVERVIEW AND VALUE PROPOSITION

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### Where Excellence, Creativity and Learner-Centricity Meet to Drive Performance and Maximize Training Gain

Being at the forefront of the Learning industry for more than 30 years, EI has delivered 1 million+ hours of transformational learning to more than 650+ customers, spread across 26+ industry verticals. They are widely accepted as thought leaders with over 400+ global industry awards and recognitions.

EI advises, consults and designs to enable performance, help drive career growth and promote employee engagement and retention through solutions that leverage cutting-edge technology, immersive content, thoughtfully designed learning journeys and inclusive learning experiences that help build a culture of lifelong learning.

EI leverages the power of human connection and empathy to build resilient, high-performing individuals and teams with a deeper engagement with the organization. They are an emotionally intelligent learning experience design company that drives performance gain and maximizes training ROI and ROE.

EI provides remarkable customer experiences with the ability to evoke deliberate positive emotions in the heart and mind. They work with the world's leading corporations, universities, schools, publishers and government institutions and help companies with their learning needs and strategic priorities.

Their diverse, and highly skilled cross-functional team of instructional designers, content writers, graphics designers, solution architects and technology experts are aligned to design and develop impactful learning experiences.

### Focus on Creating Value for Both Learners and Business — The EI Ideology

- Creating future-ready experiences for organizations that enable performance, help drive career growth, and promote greater belonging, that assures performance gain while also maximizing training ROI and ROE.
- Adopting “Emotional Intelligence” as a common thread in the way EI addresses the needs of learners and customers by focusing on “THE YOU” as the center of all their engagements.
- Unlocking the power of immersive learning strategies and technologies where the learner finds themselves at the center of the experience to help build high-performing individuals and teams with a deeper engagement with the organization.
- Ensuring “Learning for All” by factoring for Accessibility and Diversity, Equity and Inclusion (DEI).

## **Comprehensive Portfolio of Offerings**

From content development, L&D Advisory, and Consulting, to LearnTech, EI is the single source partner of choice for training.

### **Part 1 — Core Services**

#### **Training Delivery**

- Mobile Learning
- Microlearning
- Virtual Training
- Blended Training
- Mobile Apps
- Personalized Learning
- Localization
- eLearning Accessibility Considerations

#### **Immersive Learning**

- Gamification
- Scenario Based Learning
- Video-Based Learning
- Story-Based Learning
- Branching Simulations
- Virtual Reality/Augmented Reality/Metaverse
- Next Gen Strategies
- Experience Center Design
- TOPSIM: Delivering flexible and scalable simulations for your business needs

#### **Continuous Learning**

- Performance Support Tools
- Informal Learning
- Social Learning
- Self-Directed Learning
- Content Curation and Curriculum Design

#### **Learning Platforms**

- Learning Planet: LMS that allows you to store, manage, and deliver learning virtually
- QuizBiz: Mobile app for gamified learning
- Cyber Test: Virtual assessment platform that helps you Test, assess, and learn with ease

- XR Optimus: Host, distribute, and track your AR, VR, and MR learning content
- Mag+: Create, manage, and publish engaging content across multiple channels with ease
- LearnNow: Agile cloud learning platform to boost productivity and efficiency

### **Learning Technology**

- LXP Expertise
- LMS Expertise
- Learning Portals
- VR Framework
- Interactive Video Framework
- Rapid eLearning
- Flash to HTML5 Migration
- Authoring Tools Expertise

### **Training Strategies**

- Diversity, Equity, and Inclusion Training
- Sustainability Training
- Compliance Training
- Induction and Onboarding
- Leadership Training
- Sales Training
- Application Simulations Training
- Product Training
- Soft Skills Training
- Competency Training
- Professional Skills Training
- Higher Education

## **Part 2 — L&D Advisory and Consulting Services**

### **L&D Advisory Services**

- Optimal Virtual Training Transformation
- Redesigning existing content into Next Gen formats – to drive results
- Redesigning content for LXP

## L&D Consulting Services — Training Impact and ROI

- Ascertaining Training Impact through our unique framework
  - Training Needs Analysis (TNA) and Learner Needs Analysis (LNA)
  - L&D metrics and business metrics identification
  - Measurement of impact on learners and the business
- ROI and ROE determination

## What Sets EI Apart

Here are other items that reflect EI's value proposition and its brand promise:

- Awards and global recognition for their portfolio of offerings and their **methodology to measure training effectiveness and impact.**
- **Coverage across the US, Europe, Middle East and ROW** — reflects their business conduct and long-term partnerships.
- Mature online framework for **Engagement and Collaboration** across time zones — sound practices aligned for distributed development.
- **Agile, flexible, and committed team** — poised for success and aligned with the customer's vision. 2800 learning experts across 15 locations in the US, Europe, and India tirelessly serve their customers.
- Comprehensive portfolio of offerings — **Content Design and Implementation Services, L&D Advisory and Consulting Services.**
- Unique **Predictive Learnability Framework** that creates highly effective training leading to performance gain.
- Learning journeys based on their **Learning and Performance Support Ecosystem** to offer the **triad of value**:
  - High-impact solutions for the learners
  - Positive impact on KPIs for the business
  - Positive ROI for the organization
- Unique **Training Effectiveness and Impact Evaluation Framework.**
- For most of EI's customers, the company is more than just a vendor. EI has been their long-term strategic partner and they have been engaging with the company for nearly two decades. Organizations have reasons to see the value in EI and its adherence to processes, the flexibility it offers them, the trust it inspires in them, the team they get to work with, the innovation focus they see in EI, and more.

- **Collaboration and Communication for Distributed Development across Time Zones** — EI is the only organization in this space to leverage a completely automated core for the project management platform (eBridge) that integrates its team with globally spread-out customer teams. Designed to deliver with high efficiency, this is one of the most successful collaboration frameworks in the eLearning space intended for distributed development — across geographies and time zones. Furthermore, EI leverages Basecamp for communication, project highlights and updates, therefore decluttering the inbox.
- **Development Methodology** — EI uses an adaptation of the standard ADDIE model called CRAFT — with an Agile and Iterative practice overlay — designed for high efficiency and quality.
- **Development Model** — EI’s development model is optimized for 100% remote operations. The flexibility and accessibility of EI’s teams provide an onshore experience — from a distance.
- **Ongoing Investment in Research, Exploration, and Innovation** — EI is not resting on its laurels. Instead, to sustain its differentiator and be continuously aligned with the changing learning landscape, EI has a strong focus on research, exploration and innovation.
- **Instructional Design Services** — Building emotionally intelligent learning design at the program and course level; micro-level instructional design, ensuring learner engagement and designing evaluation methodologies to measure learning success; and content development services across devices and platforms, with generic or proprietary tools, in line with traditional and emerging methodologies.
- **L&D Advisory and Consulting Services** — Providing a comprehensive framework called “LITMUS” for helping organizations “futureproof” their learning. From needs analysis, strategy and development to delivery and measurement, they work with their customers to ensure training investments **drive performance gain and maximize training ROI and ROE.**
- **Platforms, Products, and Tools** — Learning Planet, EI’s Learning Management System, Website development, Leaderboards, Content Organizers, Competency Framework tools, CyberTest, XR Optimus, TOPSIM, and Mag+.

### **EI’s Learning Consulting, Advisory and Implementation Frameworks — Focus on Training Effectiveness and Its Impact**

EI uses an **integrated approach** (to match the training needs of the business and learners) that begins during the Training Needs Analysis (**TNA**) phase. They augment this stage with the Learner Needs Analysis (**LNA**) phase. It **successively builds up** to the determination of the training's impact on the learners and business. They leverage **best practices to deliver and measure the impact of training.**

El uses a combination of two frameworks to deliver effective and high-impact training:

- **Learning and Performance Ecosystem and LITMUS**

### Learning and Performance Ecosystem

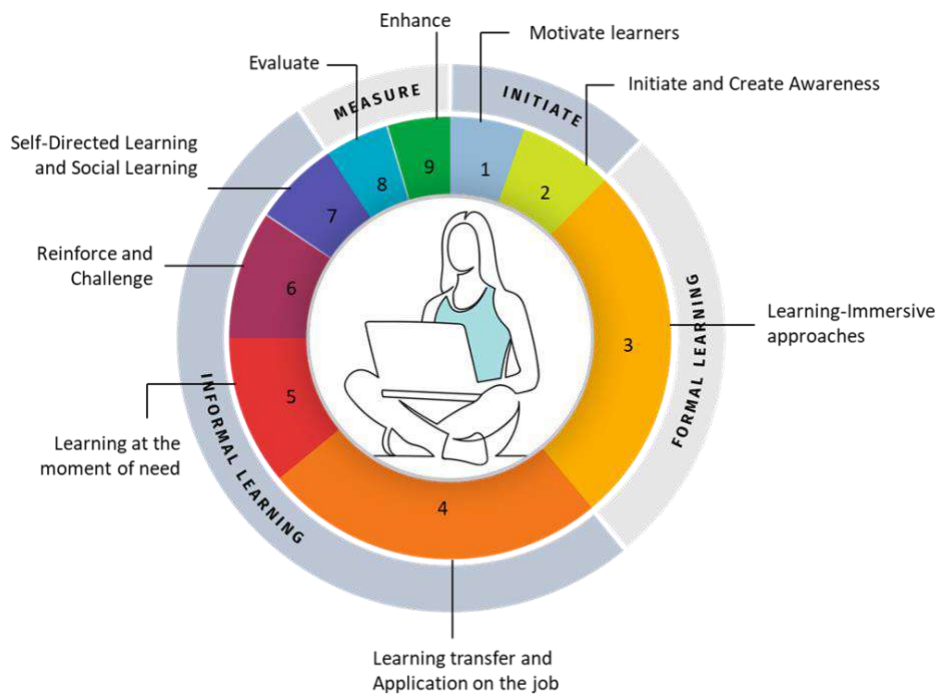
El’s learning journey is inspired by its unique Learning and Performance Ecosystem. El doesn’t judge the success of its virtual training by completion rates; instead, it validates if its training enables:

- Effective learning and its application on the job
- Skill-building
- Reducing the proficiency gap

El’s integrated approach to learning and performance is designed with the learners’ needs in mind and is always driven by key outcomes — for individuals and the business. This sets the proper foundation with a focus on the right metrics. They then help their clients choose the right evaluation model to measure impact. This enables them to establish a stronger link between learning and performance for their customers.

El’s Learning and Performance Ecosystem can support the complete spectrum of corporate training needs.

**Figure 1: El’s Value Proposition: Learning and Performance Ecosystem**



## Key Highlights of EI's Learning and Performance Ecosystem

### Enabling Effective Upskilling/Reskilling

- Create personalized training at scale and enhance learner engagement.
- Maximize learning depth and length of retention and its effective application on the job
- Competency and skill-building.
- Enable training at the speed of business and accelerate the closing of proficiency gaps with learners.
- Promote new ways of thinking and acting for the learner, which leads to new behaviors and actions.

### Determining Training Effectiveness and Impact

- Set the right foundation — Focus on both L&D as well as business metrics.
- Choose the right Evaluation Model to measure the business impact of workforce development programs.
- Spot-check periodically and showcase the impact and the value to the business.
- Work with a holistic approach to drive employee performance and behavioral transformation.

### LITMUS — Training Effectiveness and Impact Evaluation Framework

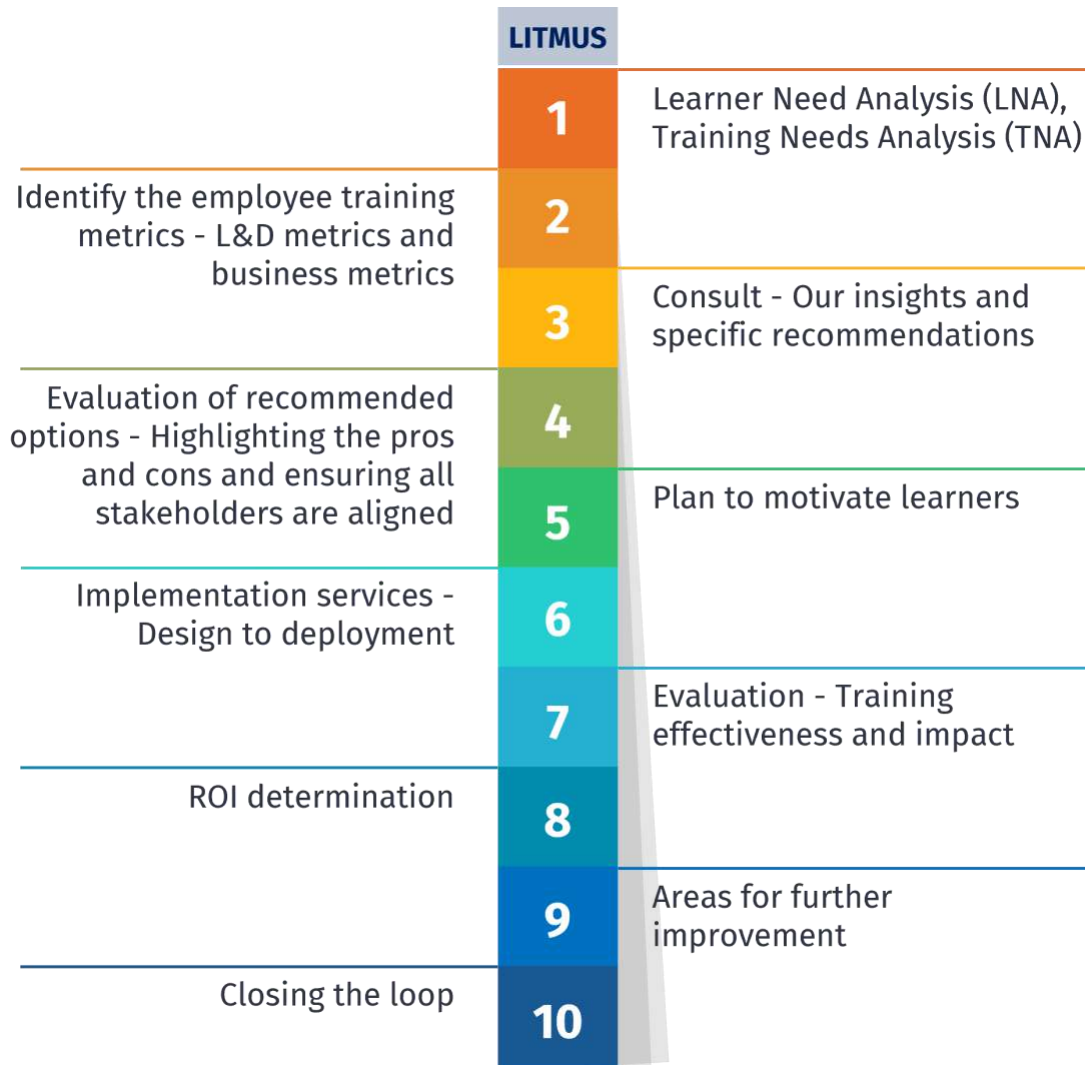
- This framework addresses two key perspectives:
  - **What the Learners Want**
  - **What the Business Units Seek**
- It makes use of its **Predictive Learnability Guidelines** to ensure the learning design strategy is effective
- Their **User and Learner Experience Reviews** help measure and validate the approach from Content, Design and Usability aspects
- They integrate:
  - **An Assessment Strategy** to check the acquisition and application of learning
  - **An Evaluation Strategy** to assess change in behavior and impact on business
  - **Learner Data Gathering and Analytics** to assess the overall effectiveness of learner interaction and efficacy
  - A robust **Survey Mechanism** to determine the value of learning and impact on business



**LITMUS assists organizations in the entire journey with:**

- Needs Analysis
- Selecting the Right Strategies and Delivery Formats
- Developing and Deploying
- Assessing the Training Impact and ROI

**Figure 2: EI's LITMUS Framework**

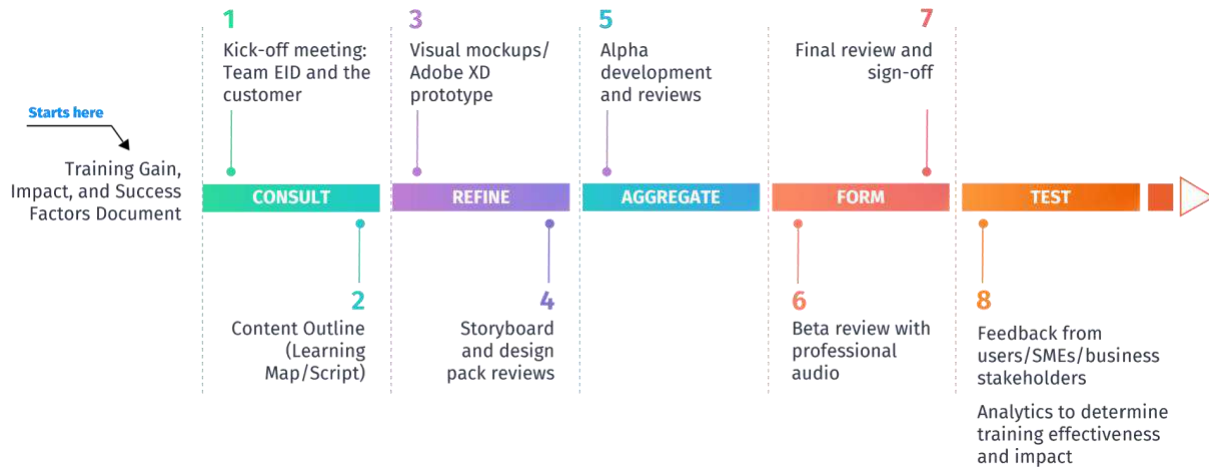


## El’s CRAFT Model — Collaboration During Development Lifecycle

El’s unique CRAFT Model provides:

- A consultative, iterative and agile way to engage with customers.
- An effective approach for seamless collaboration and communication.

**Figure 3: El’s CRAFT Model — Collaboration During Development Lifecycle**



## The Tools El Uses — Communication, Collaboration and Review



Communication/collaboration



eTracker — Product requirement and project management

Review Tool — Product reviews and overall quality control



Provides a collaborative environment for building and reviewing design prototypes



A collaborative platform for reviewing videos



An online, collaborative whiteboard tool to visualize ideas on projects anytime, anywhere Their processes and operational model are streamlined as per the standards prescribed by the Capability Maturity Model Integration (CMMI)

### El's Tools Expertise

#### Authoring Tools



#### LMS



LXP



LMS with LXP Frontend



## Analysis by Brandon Hall Group™

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### Situational Analysis

Over the past few years, the strategic profile of Learning & Development has risen dramatically. Companies have relied heavily on L&D to help upskill and reskill the workforce in the face of a volatile marketplace. L&D led the charge in keeping people connected, engaged and productive when the pandemic created a vast new population of remote workers. As companies prepare for the future of work, it is L&D that will ensure that the future workforce has the skills and competencies to make the business successful. But this is all easier said than done.

### Challenges to the Business

At a time when the L&D function is tasked with doing more than ever before with less in terms of budget, headcount, skillsets and technology, it can be incredibly difficult to ensure the business is getting its maximum bang for the buck when it comes to learning. L&D has struggled with these challenges for a wide variety of reasons:

- A lack of the right technology
- A sub-optimal deployment of current technology
- A lack of time and headcount to tackle the big challenges
- A lack of the L&D skills the modern learning environment requires
- No clear understanding of the learning needs of the business or the learners
- Outdated, uninteresting content
- A lack of frameworks and models to build upon
- Little to no alignment between learning and the goals of the business
- An inability to measure learning's impact and ROI

### Implications for the Business

Multiple implications result from these challenges. For the learner, the learning experience is waning and engagement continues to steadily decline. For the organization, learning is not properly aligned with the needs of the business and it is difficult to measure learning's impact. Poor strategy development and alignment, along with an inadequate technology ecosystem, mean employees are not learning what they need to know to maintain compliance, develop new competencies and skills, and advance their capabilities. This leads to negative outcomes including a lack of innovation and creativity that makes the organization uncompetitive.

## Questions to be Answered by the Business

Organizations need to rethink their approach to the learning strategy to keep pace with the rapidly changing dynamics of their learners and business.

The key questions for the business are:

- Do we have the headcount and skills required to develop and foster a culture of continuous learning?
- How do we gain better alignment on the specific knowledge, behaviors and performance learners should exhibit to help the business achieve its goals?
- Do we have any frameworks or models that can help us work through the challenges facing L&D?
- Do we have a full understanding of what skills gaps exist within the business and how learning programs can address them?
- Are we leveraging the most relevant, engaging content that we can either build or buy?

## EI Powered by MPS as the Answer

EI offers an industry-leading portfolio of advice, consult and design solutions powered by forward-thinking technology, content for the modern learner and immersive learning experiences.

EI's mission is to strengthen the link between learning and performance and create breakthrough results for the learner and their organization. EI has demonstrated its prowess in this area with organizations around the world and across a wide variety of industries.

The differentiator for EI is its people. EI offers a deep bench of instructional designers, content writers, graphics designers, solution architects and technology experts with extensive experience, expertise and education in their respective fields. The experts work in agile teams to support clients and maximize responsiveness.

EI can future-proof a workforce by delivering learning experiences that drive employee engagement, learner satisfaction and an inclusive work environment. The result is a significant ROI on learning.

EI offers a learner-centric approach by focusing heavily on the unique conditions for each learner and crafting their client engagements accordingly. This approach is grounded in placing the learner in control of their learning experience and providing the learner the opportunity to live their learning.

EI regards itself as a strategic partner for its clients. EI is heavily invested in the success of its clients and believes that a client's success is EI's success. Being a partner means supporting any type of learning program. To do this, EI takes a very in-depth, consultative approach with its

clients. Understanding the needs of the client first and working backward into the learning construction is the key to EI successfully developing the right learning support strategy.

Creating impactful content is the number-one challenge for organizations. The content EI creates is highly impactful and learners see the results of their learning immediately. EI makes this happen by providing a multimodal learning experience that is personalized for every learner. EI enables this process through content curation services to enhance learning in the flow of work.

Implementing the right technology landscape is another number one challenge. EI works with many of the major providers. EI ensures that the technology ecosystem of its clients matches the requirements of their learning strategy. EI can also partner with clients to manage their LMS administration within any technology ecosystem.

EI provides consulting and advisory services including Virtual Training Transformation, Repurposing Existing Content into Next-Gen Formats, Redesigning Content for LXPs, Training Needs Analysis (TNA), Learner Needs Analysis (LNA), L&D and Business Metrics Identification, Measurement of Impact-on Learners and Business, and ROI Determination.

A unique offering by EI is the array of frameworks including the ability to predict and measure the “learnability” of an organization’s training. This framework takes measurement to the next level, giving companies the ability to continuously measure the impact of learning.

EI clearly has the depth and breadth of experience to optimize the most complex learning environments.

*- Michael Rochelle, Chief Strategy Officer and Principal Analyst, Brandon Hall Group™*

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Mike Cooke, Rachel Cooke, Pat Fitzgerald

## About Brandon Hall Group™

With more than 10,000 clients globally and 30 years of delivering world-class research and advisory services, Brandon Hall Group™ is focused on developing research that drives performance in emerging and large organizations, and provides strategic insights for executives and practitioners responsible for growth and business results.



### ORGANIZATIONAL EXCELLENCE CERTIFICATION PROGRAM

recognizes world-class HCM programs that transform their organization and achieve breakthrough results. This designation is the next step beyond the HCM Excellence Awards, which focus on a single program, and looks at the department as a whole.

### SMARTCHOICE® PREFERRED PROVIDER PROGRAM

uniquely places HCM service and technology companies at the top of organizations' consideration list of vendors. It adds an unmatched level of credibility based on BHG's twenty-eight-plus years of experience in evaluating and selecting the best solution providers for leading organizations around the world.