



Shine Now - HBF

2010 E-learning Innovations Project



About Us

- Leading Health & General Insurer
- Metro & regional branches
- Call centre/head office in Perth
- Not-for-profit
- Member centric focus



Background

- Existing values and hallmark behaviours
- New framework for member interactions
- Shine: **What**
- Shine Now: **How**
- Project serves to embed learning and offer a sustainable solution



Intentions of project

- Embedding and sustaining
- Blended learning
- Interactive and engaging
- Provide coaching & leadership development
- Relevant to employees
- Ownership for development shared by business.



Issues faced

- Diverse learner groups
- Geographically dispersed locations
- Inflexibility in availability
- Developing e-learning culture in HBF



Project outputs

- E-learning package consisting of:
 - Text/Images/Audio
 - Animations
 - Animated framework model
 - Videos
 - Learning checks
 - Assessment



What worked well

- In-house development
- Top performers rather than external professionals
- Engaging stakeholders regularly
- Subject matter experts
- Storyboarding and other design methodologies



Lessons learnt

- Comprehensive requirements for outsourced components
- Flexibility in filming
- Milestone planning



Show and tell



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◆ Use the buttons on the right to navigate through the topics.

Before you begin, start by clicking the play button on the left to hear Rob explain what our members mean to HBF.

01 Introduction

02 Reflection

03 The Framework

04 Applying the Framework

05 Where to from here?

06 Evaluation

Shine Now

The ability to have a Meaningful Conversation will benefit our members and achieve our goal to "Make Personal Service Happen".

It will also be our strength in this environment by setting us apart from our competitors and will also enable you to enjoy your interactions with members and ensure that the conversations that we have are mutually beneficial.

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Learning Check

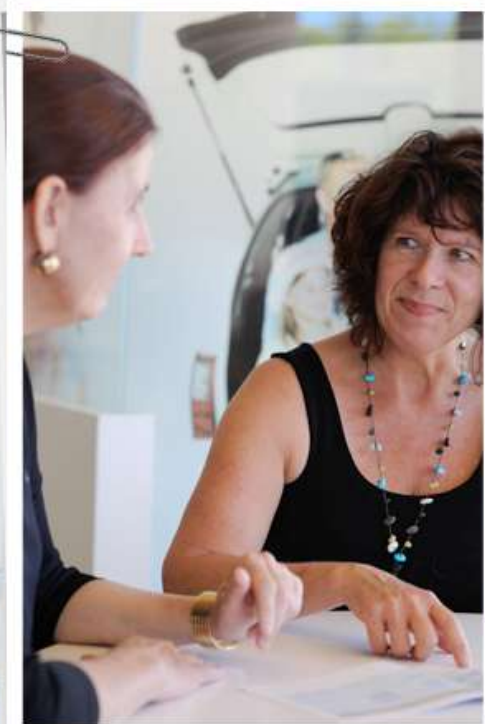
Let's see what you remember from the workshops.

What are the four stages in the Meaningful Conversations Framework?

◆ Select the correct response.
Then click the 'Done' button.

- Engage, Discover, Solution, Agreement
- Engage, Discover, Proposal, Solution
- Initiate, Engage, Discover, Solution
- Engage, Lead in, Solution, Agreement

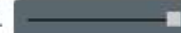
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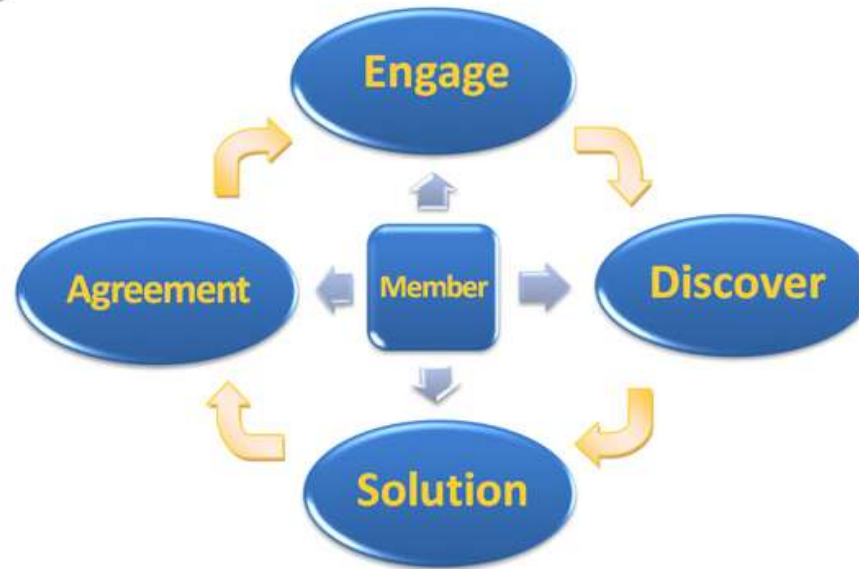
Meaningful Conversations Framework

The Meaningful Conversations framework is dynamic and depending on the situation should be applied to suit the member.

When we are interacting with members it is essential to be flexible. Each member has individual needs, wants and circumstances. You provide your own words, personality and experience to keep the conversation natural.

It's vitally important that the member is always at the heart of our conversations to ensure their needs are met.

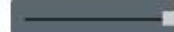
◆ Click the 'Next' button to continue.



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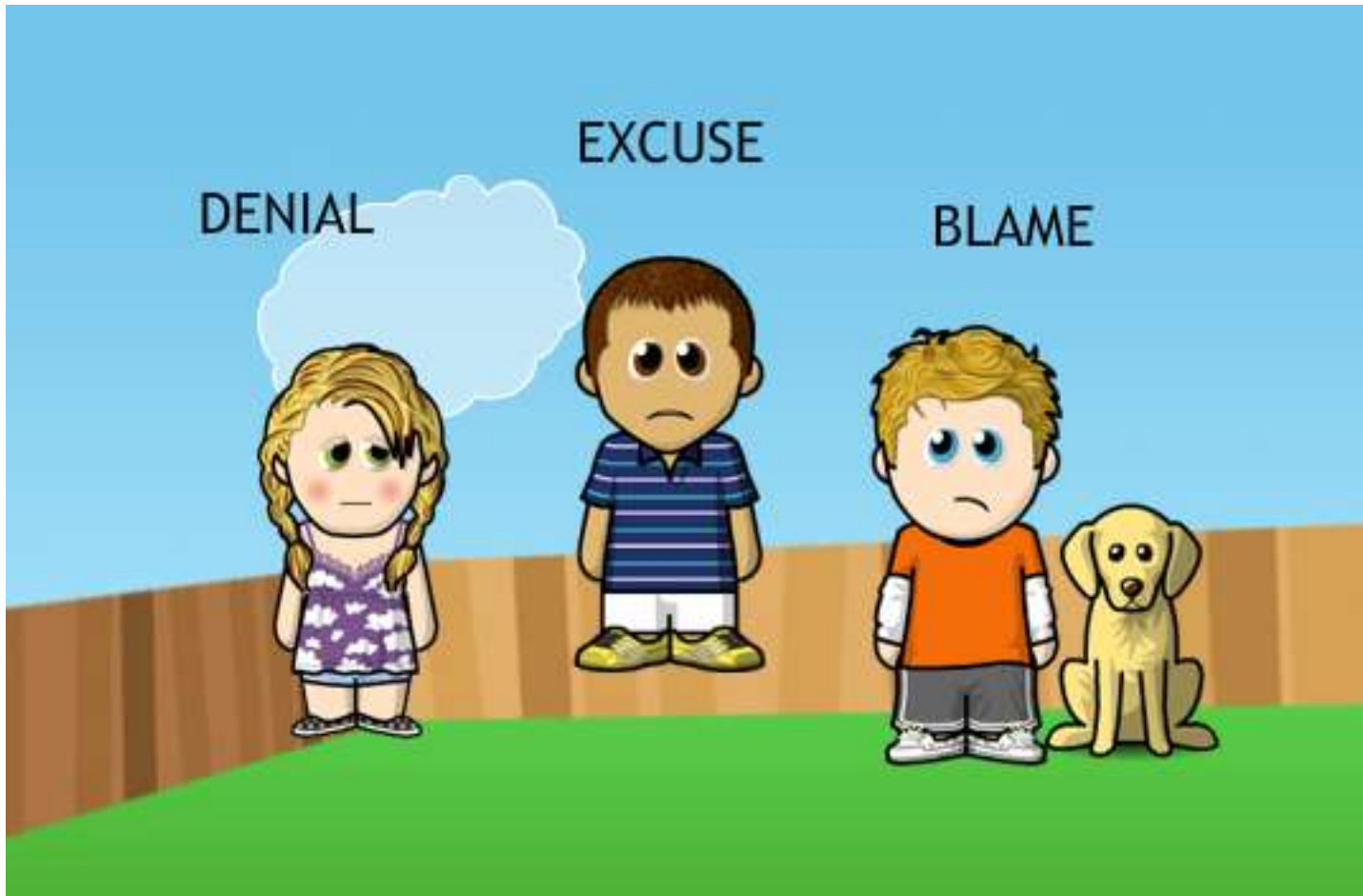
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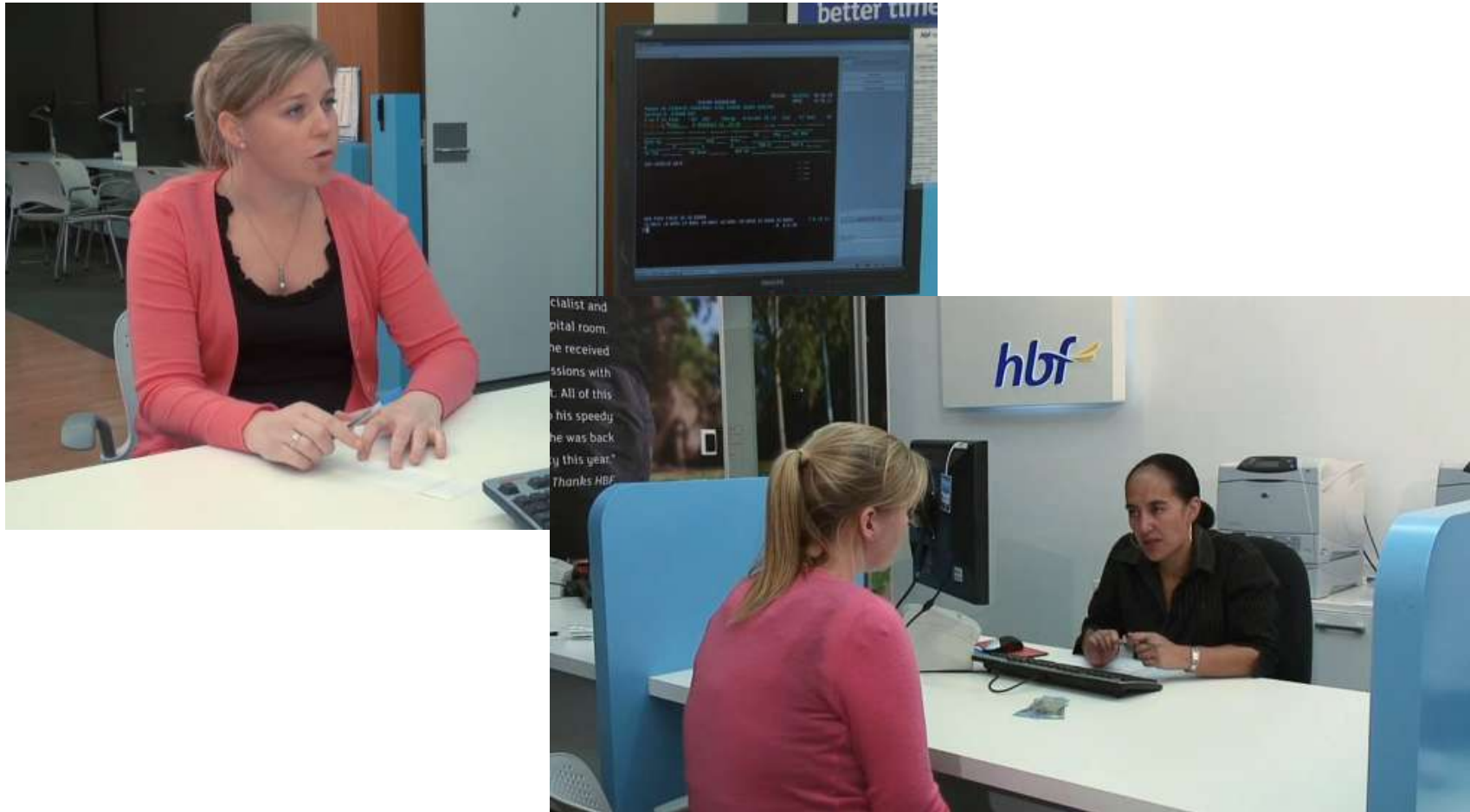


Australian Flexible Learning Framework

supporting e-learning opportunities



Australian Government
Department of Education, Employment
and Workplace Relations





Questions?