

... CASE STUDY

Designing and Delivering Technical Product Orientation Learning as Part of the Onboarding Process for a Major Automotive Manufacturer

Challenge

As part of a weeklong orientation for over 1,400 employees (new hires and transferred workers) at a transmission manufacturing facility, a North American OEM wanted to instill a deep sense of ownership for the product the employees would build. Some team members would start with little knowledge of the product, so the solution needed to focus on understanding the complexity of an automotive transmission, how important it is to owner satisfaction, and how their work would impact product quality.

Solution

We worked with the plant's leadership to design, develop, and deliver a one-day workshop. In a combination of discussion, exercises, and hands-on application, each 10- to 15-person group was taught the history, function, and technology of the transmission. They learned about gears and ratios, and their effect on vehicle performance — along with job safety considerations. Finally, they took apart and reassembled the transmission they'd be building.

Business Impact

GP Strategies® has supported this OEM's powertrain organization since 2005. During that time, our team has developed new ideas and courses as business objectives and technologies have evolved; but one constant remains: newly onboarded employees demonstrate a real understanding and connection to their product.



An automotive client recognized the need for frontline workers to take pride in the product of their manufacturing operations.

RESULTS

A fully integrated team
developing effective product training

Elevated awareness of critical
quality issues and build factors

High level of employee **product knowledge, satisfaction, and engagement**

