

Simplify Global Learning with PDG

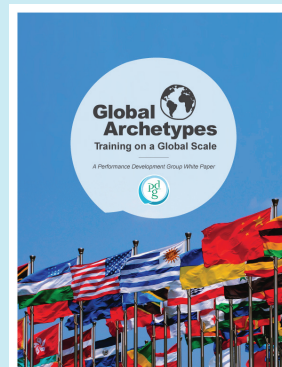
- Creating effective global learning for diverse audiences that also meets budgetary goals and drives business metrics can be challenging. Using PDG's Global Learning Archetypes, we work with you to accelerate the design process to create a high impact, cost effective learning that is culturally appropriate to many different global locations.

PDG's methodology is a practical approach to global learning design that uses archetypes and focuses on the commonalities between learning styles as well as the differences. We work with you to meet your global learning needs and make sure that your audience receives the same message worldwide.

Global Learning Archetypes

- The Global Learning Archetypes allow a learning design team to adapt core learning content to multiple global audiences with a minimum of effort. PDG has developed Global Learning Archetypes to use as a basis for designing global learning. This standard approach to global learning determines how to create learning content to address regional differences and preferences.

Read the PDG Global Learning White Paper and Case Study Online



TRAINING THE WORLD
Using Archetypes to Create a Practical Global Learning Strategy



ACCELERATING TIME TO GLOBAL
Effective Global Learning Design Using Archetypes

Archetype Creation Strategy

Goal	Strategy	Operations
Deliver consistent and impactful learning worldwide at a realistic cost	Create Global Archetypes that group learning preferences into the smallest number of categories	Translate those Archetypes into Learning Design Guides that allows all learning to be designed as Global from Day 1



What Makes Global Archetypes Effective?

- **Simple:** The goal of global archetypes is to create less work not more. The archetypes are easy to understand and have clear applicability.
- **Practical:** Global archetypes will be utilized by learning teams who have limited budget, resources, and time. The archetypes are usable within the constraints learning teams typically face.
- **Actionable:** No strategy or approach is useful if it sits on a shelf, unused. Global archetypes have clear process steps and toolsets, so they can be used easily, consistently, and with a minimum of preparation.

The Archetype Approach

- The archetypes approach uses proven and time-tested cultural preference research and breaks it down into a small number of standardized learning approaches. The resulting archetypes allow content to be developed with only a small number of variations, but be appropriate for dozens of different countries around the world.



About PDG

PDG is a global leader in providing workforce transformation solutions which build value for our clients by aligning workforce performance with corporate strategy. We work with our clients to create the strategy, develop the solutions and provide a scalable implementation capability to drive business results through improved workforce performance. Headquartered in Malvern, PA, PDG offers a comprehensive suite of products and services that support the entire workforce transformation lifecycle. PDG is proud to have been driving business success for our clients since 2002.

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