

CASE STUDY

VALSPAR

OPPORTUNITY OVERVIEW

Valspar is a leader in the coatings industry; manufacturing and selling a large variety of products such as paints, varnishes, coatings, stains, and finishes. Valspar is a major world-wide provider of products to stain and finish furniture. Quality furniture finishing requires superior products and personnel who are highly trained and experienced in color/finishing technology to ensure finish quality, color, and uniformity.

CLIENT OBJECTIVE

Valspar needed to be able to more quickly train a number of color/finishing technicians at remote locations in China, as well as supplement training in the U.S.

TARGET AUDIENCE

- People with little experience in applying and correcting finishes on fine furniture. Initial geographic target is China and USA.

RUSSELL ASSOCIATES' SOLUTION

Russell Associates developed a highly effective, 21 unit, blended learning program in English, designed to train technicians in six months, as opposed to the traditional four to six years.

The program consists of Computer-Based Interactive Training (CBIT), an Instructor's manual, a Student manual, and specific performance tasks and criteria. Russell Associates designed and developed the specifications as well as a list of the materials required for each task. Training and tasks are to be delivered/completed in a furniture finishing facility environment.

The program included tests, evaluations, performance demonstrations, and reviews. The program was tested, then Russell Associates translated the material into Mandarin Chinese.

TRAINING METHOD

- Computer-Based Interactive Training (CBIT)
- Student Manual
- Instructor's Manual
- Performance Demonstration

PROGRAM LENGTH

- Class Time – 4 to 6 months
- CBIT Time – 8 hours scheduled over 4 to 6 months
- Program use – Ongoing

ADMINISTRATION

For security reasons, the training is contained on a "locked down" CD that is loaned to the student, as needed. Student performance is tracked and available for viewing or printing. Student training manuals are the property of Valspar and are returned to Valspar if the student is no longer associated with the Company.

PROGRAM RESULTS

The program is highly effective and in use in both China and the United States. The training cost per student is minimal and uses little instructor time.

COMMENTS

The Valspar HR and Training Director, stated,

"An **OUTSTANDING** introduction to selling and servicing wood finishes containing 20 SOLID chapters covering everything we could have hoped to include in this training program; you did a very **THOROUGH** job.....We sincerely believe that the corporation's investment in these materials can procure benefits far beyond those originally intended or envisioned!!"