

JTI boosts employee engagement (by 69%) and productivity (by 60%)



Industry: Consumer goods  
Program data  
Trained employees: 1,200  
Country: 76 countries

Challenges

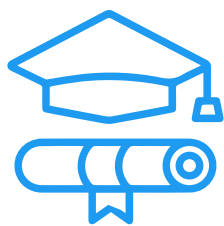
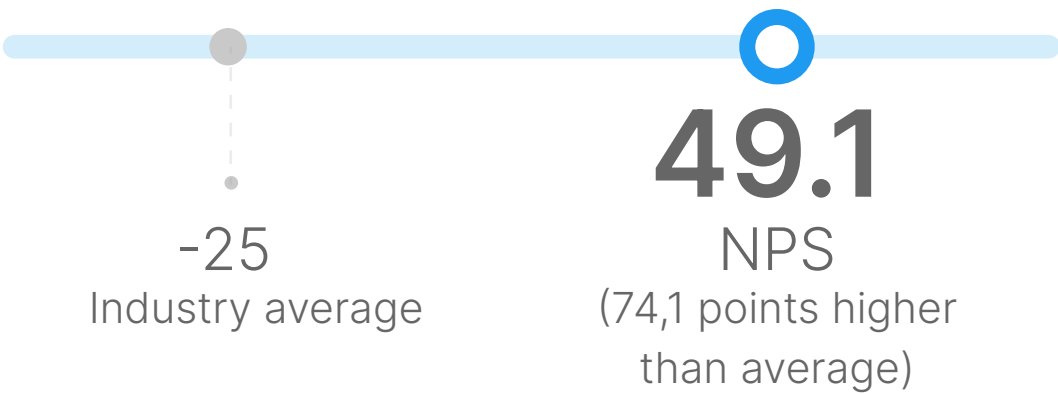
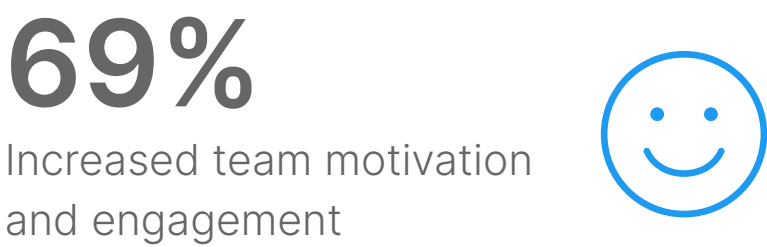
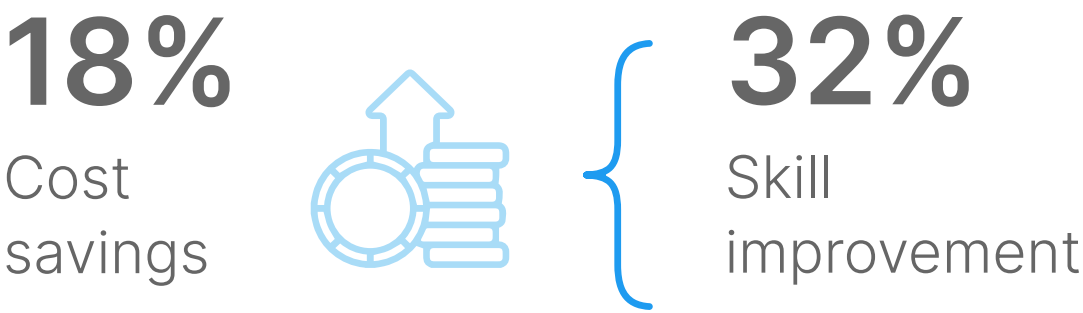
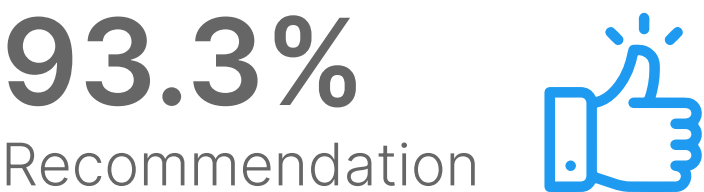
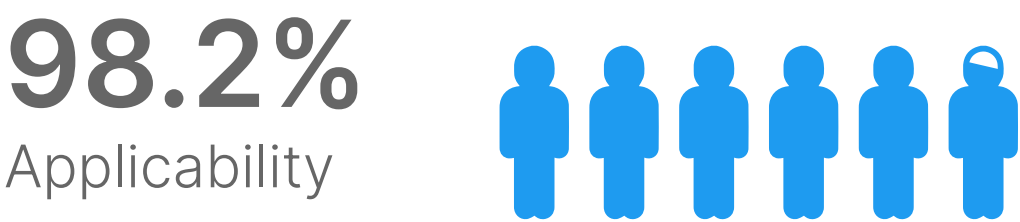
- ◆ Improving staff engagement and commitment through innovation in training.
- ◆ Training employees in JTI's new strategic skills.
- ◆ Encouraging self-development in learning.



Solution

- ◆ A game-based learning platform.

Results



89.8%  
Students who have improved some aspect of the business

90.9%  
Students who have applied the material at work