

CASE STUDY

GLOBAL BANKING GROUP

A global bank needed short, engaging travel security training assets to support a diverse and global workforce.



AT A GLANCE

Challenges

- A global workforce
- Diverse employees
- Required impactful training
- Combination of uniformity and applicability required

Benefits

- Project achieved on time, budget and exceeding quality and objectives.
- Simple to use, impactful and accessible for all



"We really enjoyed working with the Maiden Voyage team who are clearly very passionate about business traveller safety. They provided some great suggestions and it was easy to amend the script and video clips to suit our needs"

Travel Security Manager
London

OBJECTIVES

The company was looking for a solution to engage and educate business travellers, allies and managers to ensure that individuals could travel safely based upon their own characteristics. It was important that the solution was engaging, informative and in line with corporate travel security policies.

SOLUTIONS

Four modules were developed using a combination of video case studies and instructional animation. The modules created covered women travellers, LGBTQ+ travellers, race, culture and ethnicity and accessibility, health and wellness. Each module followed the same format and included sections on helping ourselves, helping our colleagues and booking travel with inclusivity in mind.

BENEFITS

Benefits One

Employees were better prepared to travel safely and incorporate wellness interventions into their trips. Colleagues can better understand the needs of their peers and provide appropriate allyship.

Benefits Two

The modules were installed on the corporate travel network, enabling employees to access them whenever and wherever they needed them.

Benefits Three

Each module was built in collaboration with the bank's different inclusivity networks and employee resource groups.