



## Project Case History Overview New Initiative

**Client:** Best Buy Co., Inc.

**Project:** Navigating the Best Buy Corporate Culture

**Challenge:** Given the size and rapid growth of Best Buy, there is a need to define corporate culture and the cornerstone of the culture, which should remain constant. Once the cornerstones and customer are defined there is a need to communicate the culture to new hire corporate employees and reinforce the culture with the existing employee population. Best Buy is engaging in a strategic culture training session to help Best Buy Corporate employees understand, engage in and successfully interact within the Best Buy culture.

**Deliverables:** This training is designed to define the cornerstones of Best Buy's corporate culture. The culture elements defined will be incorporated into a series of Drama Learning scenarios that can be performed live, where audience members can "relieve" a performer to show another way of handling the situation, all while being true to Best Buy culture. Another option is to make a video for use in the course to further instill and foster the corporate culture. The first option is recommended as the learning becomes very experiential as participants are asked to "live" the culture and be true to it within the training versus a static learning method (video).

*Learning objectives will be presented after the interviews and secondary data review is complete.*

The training is estimated to be 8 hours in length with a lunch activity. The deliverables for the Culture Training session include:

- Train-the-Trainer Guide (appr. 15 pages)
- Facilitator Guide (appr. 75 pages)
- Participant Guide (appr. 30 pages)
- PowerPoint visuals/Overheads to support training

Live Theater troupe to perform at every session.