

Case Study:

Ardex

Ardex employees are open to digital transformation: the medium-sized world market leader has achieved this by implementing Masterplan in the organisation.

The challenge: to create company-wide understanding and establish new working methods

Ardex GmbH is a family-owned building materials manufacturer with a total of 50 subsidiaries and 3,200 employees. In the course of digitisation, Ardex was looking for a way to include all employees and make it clear to them what the digital transformation requires: A digital mindset. The main focus was therefore on developing openness to the upcoming change, as the company wanted to change its business model. In addition, employees needed to be motivated to be open to new forms of agile cooperation.

The solution: the basic Masterplan course for digital understanding and accompanied implementation of the platform as a learning system.

For successful implementation of the digital course, a time period of 3 months for a pilot run was initially established. Participants of all ages and from all hierarchical levels of the company took part in this pilot. Half of the 60 licences were allocated by the company and the rest to volunteers. In order to be able to qualitatively evaluate the pilot phase, in addition to quantitative acceptance and activity metrics, a pre-/post-survey was carried out. Ardex wanted to find out whether and how many qualms regarding digitisation could be reduced. A month before the start, Masterplan provided support at the beginning of the learning phase with communication measures for managers and participants.

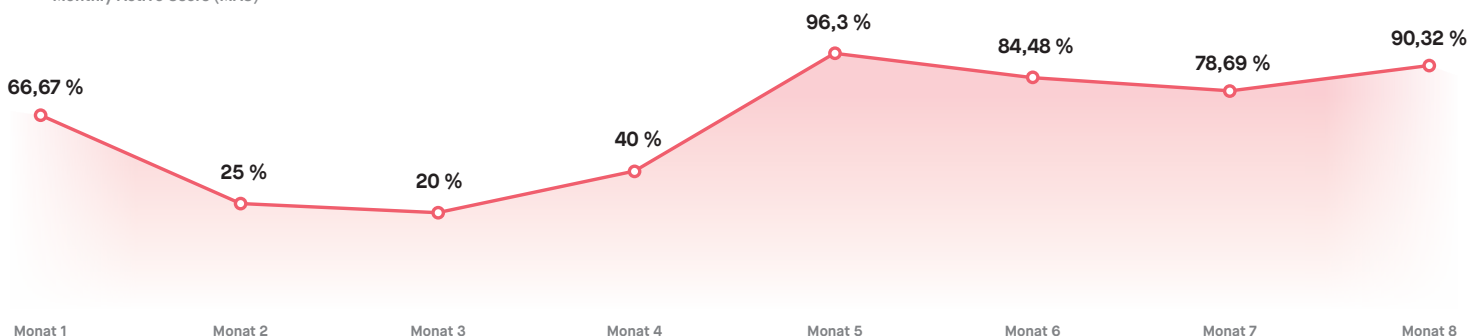
The result: lots of ideas among staff and a roll-out of Masterplan across the company.

The Ardex pilot was a great success: after eight months, over 90% of the participants were still learning with Masterplan every month. Furthermore, there was a great deal of openness to the topics of 'digital learning' and 'learning in free time'. As such, 77.2% of the lessons were learned during free time. The willingness for agile work was also clear to see: After the basic course, employees independently introduced OKRs and called for more agile teams.

Thanks to communication measures and collaborative learning, the activity figures were stabilised at a very high level.

After 8 months, over 90% of learners are still learning.

Monthly Active Users (MAU)



81%

I feel better prepared than before when it comes to digitisation



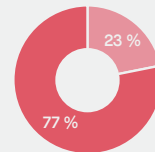
96%

I prefer the learning content of Masterplan to that of other e-learning applications



98%

I consider learning with Masterplan a great success



77% of lessons were completed in free time

● Free time ● Working



Mark Eslamlooy
CEO

"Our employees are so keen that, after 8 months, over 90% are still learning each month with Masterplan and, inspired by the lessons, the first digital projects have already been put into practice independently."