

## IZ-ON Media Builds a Culture of Communication with Learn iT! Training

*Ongoing “Power Tools” training sessions improve employee skills and build a common framework for business communication and result.*

“Just as it is important to build our employees’ technical skills, it is equally important to build their emotional intelligence. Not only does Learn iT! training help our employees and managers grow in their careers, it also gives our entire organization a common framework and language for conducting business discussions, which leads to business growth.”

– Ryan Tipping, Director of Human Resources, IZ-ON Media

### Business Benefits Realized

- Nearly 90% of IZ-ON Media employees have attended at least one Learn iT! training session.
- Improves employee communication and results by providing a common business toolset and language that is used throughout the organization.
- Teaches the tools and skills needed to increase the efficiency of employees and business units.
- Achieves value and minimizes time away from work through a condensed two-hour “Power Tools” format.
- Earns praise from managers, who frequently recommend the training session to their business teams.

### Committed to Growth

At the core of IZ-ON Media is a commitment to growth. The company helps grow the brands of high-profile clients including 7-Eleven, Sam’s Club, Target, Costco, Walmart and Hardee’s through smart content strategies and targeted, place-based advertising. That same commitment to growth extends to the company’s employees. “Just as it is important to build our employees’ technical skills, it is equally important to build their emotional intelligence,” says IZ-ON Media Director of Human Resources Ryan Tipping.

### A Lasting Partnership

In 2009, IZ-ON Media began what would become a lasting partnership with San Francisco-based training provider Learn iT!. At the time, IZ-ON Media was changing and improving its performance management process. To smooth the transition, company executives wanted an exclusive, customized training for the managers who would be conducting performance reviews. To meet the company’s unique needs, Learn iT! developed a Successful Supervision Boot Camp. The two-day training program was an overwhelming success, and IZ-ON Media quickly worked to provide Learn iT! training to all of its employees.

“We decided on a two-hour Power Tools class format that could be held over the lunch hour,” says Tipping. “We work in a fast-paced environment and it’s hard for employees to leave their desks for extended periods of time. The two-hour classes are the perfect way for them to get the tools they need for success quickly – it’s a tremendous value.”

### Building a Shared Business Culture

### Organization

IZ-ON media

### Location

San Francisco, California

### Industry

Marketing & Advertising

### Organization Information

- Operates more than 120,000 screens in 10,600 retail and quick-service restaurant venues.
- Offers marketers the opportunity to create authentic brand experiences with 300 million viewers every month.
- Clients include leading advertiser and venue brands such as 7-Eleven, Sam’s Club, Target, Costco, Walmart, Hardee’s and KFC.
- Possesses two decades of expertise in consumer behavior and building smart, efficient content and media strategies.

### Solution

Learn iT! “Power Tools” Classes  
(40+) Successful Supervision  
Executive Boot Camp

Since 2009, Learn iT! has conducted more than 40 two-hour Power Tools training sessions for IZ-ON Media on a wide range of topics including leading through change, successful supervision, understanding your management style, strategic planning, decision making and conflict management. Out of IZ-On Media's 145 employees, 130 have attended at least one class – approximately 90% of the organization. The classes have earned the praise of the company's managers, who frequently recommend the training sessions to their staff.

According to Tipping, the biggest benefit of the ongoing training sessions is the creation of a shared language and toolset that is used daily throughout the organization. "Much like Six Sigma or other company-wide agile methodologies, Learn iT! training gives our entire enterprise a common framework and language for conducting business discussions, which leads to business growth."