

Interactive Training At DR. GRANDEL

DR. GRANDEL Group, Augsburg/ Germany



DR. GRANDEL brings its learning content to life with easy-to-use SMART collaboration solutions.

DR. GRANDEL's clearly defined role for its training center is to offer customized seminars for the cosmetic industry, specialist traders, international distributors for those sales channels and DR. GRANDEL staff. The global company successfully brings its learning content to life with easy-to-use SMART collaboration solutions.

DR. GRANDEL, an independent company, was founded in 1947 and has since operated internationally in the field of health and beauty, offering the cosmetics brands DR. GRANDEL, PHYRIS, and Arabesque. Its main branches are beauty salons, spas and health stores. The company employs more than 200 people in over 40 countries worldwide. In accordance with its slogan, "Beauty in the best of hands," DR. GRANDEL's training center serves to strengthen partners' personal and business skills. Two thousand participants are trained yearly in 120 seminars now supported by the SMART Board® interactive whiteboard system installed over a year ago.

Vivid trainings with advanced technology

The training center was built ten years ago with a then-up-to-date projector and screen. "But this conventional technology wasn't sufficient," says Eberhard Frucht, International Sales Director and Board Member at DR. GRANDEL, "so we were looking for a tool to make our training more vivid, interesting and progressive. The solution for a new way of training, with new learning methods, has been found in the SMART Board, which replaced the projector and screen. When we decided a year ago to purchase the new technology, it was very important for me that this decision wasn't made from the top down but from the bottom up, because it's not the management but the training team who has to accept the new tool." Just after Michaela Schuller, Head of Training Center Cosmetics, tested the interactive whiteboard system in the SMART showroom in Munich, the new technology was installed at the training center. "From the beginning, my team was so enthusiastic to get to know the system. Today the team enjoys working with it and is very involved," she says.

Challenge

To find a very versatile presentation tool that helps to convey learning content better and easier, and thus achieve a competitive advantage in the branch by having better-educated partners.

Solution

DR. GRANDEL relies on the integrated SMART Board® interactive whiteboard in its training center.

Results

The SMART Board integrates perfectly with the company philosophy and supports all business processes.

Turn on and go

Setting up the previous technology was very time consuming. "Now, we can start without any delay in training," says Frucht. "Quick and flexible, we've got access to the central database during each seminar. This flexibility is very important, because our participants – from the distributor to the classic beauty – require different types of information. We can now respond to all questions in a detailed way, and also deepen specific topics spontaneously by opening a theme-related file in the database or searching along with participants for additional information on the Web. The background of the participants, their level of knowledge and their questions and suggestions form each training seminar. Thus, every seminar is different."

More than just an interactive flipchart

SMART solutions offer tremendous benefits, especially in learning-intensive situations. Says Schuller, "Usually, PowerPoint presentations are very static. The SMART Board gives us the ability to create content interactively along with the participants. We can quickly insert a blank page directly in the PowerPoint presentation, select colors out of the color palette together, highlight certain areas of the face or outline the lip contours. We often use the results during the next training session by calling up the file very easily. We play fashion movies to accomplish the latest fashion and cosmetics, highlight important things or write the compiled results directly into the presentation."

Nothing but positive feedback

In further education, DR. GRANDEL places high emphasis on quality standards and coverage. Thus, feedback on training is taken very seriously. "Using the SMART Board, we often get very positive feedback from our participants. We can playfully convey educational content, meeting the participants on their individual level, and react totally flexibly in every situation," Frucht enthuses. "In addition, the SMART software can be installed with little effort, the documents exported in common file formats, such as PDF or PPT, and then edited. Because we work closely with our distributors, we always provide them with the data in a file format they can use in the future."

The future with SMART

The next SMART purchase is already being planned. Till now, only the training center has been equipped with a SMART solution, but another one will be installed in administration. Continues Frucht, "As the applications of the SMART systems are so various, we want to use those experiences we've now collected in training and implement them in the business field. The goal is to create more effective meetings, for example in recording ideas during brainstorming, note them and send them directly to participants afterward. Moreover, we're considering purchasing a SMART Podium interactive pen display. This mobile system supports us especially in our external international presentations. Someone who's already enjoyed its advantages is very restricted in his work without this didactically valuable tool." As far as Frucht is concerned, the desirable situation would be "that all conference hotels are equipped with SMART Boards, to ensure that our team doesn't have to rely on the conventional technology and work with static PowerPoint presentations."



The SMART Board gives the ability to create content interactively along with the participants.

"The SMART Board is the first tool I've seen on the market of which I can say that it actually supports us in our work!"

Michaela Schuller, Head of Training Center
Cosmetics, DR. GRANDEL

About SMART

SMART Technologies is a leading provider of collaboration solutions that transform the way the world works and learns. We believe that collaboration and interaction should be easy. As the global leader in interactive whiteboards, we bring more than two decades of collaboration research and development to a broad range of easy-to-use, integrated solutions that free people from their desks and computer screens, so collaborating and learning with digital resources are more natural.

SMART Technologies

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