

CLIENT	Colgate Palmolive	DATE	31 October 2019
PROJECT	Learning script	WRITER	Jerry Soverinsky

Learning Script	
<u>VIDEO</u>	<u>AUDIO (VO-voiceover)</u>
FADE IN: CP program logo.	FADE UP: INTRO MUSIC
B-roll: fast-moving/blurred images of business people (indicating movement)	<p>The only constant in life is change. Fueled by technology and constantly shifting external dynamics, our world is continually evolving. To remain competitive, we must remain agile, adapting to these changing dynamics.</p> <p>A high proportion of today's jobs will require new skills in the future. As such, we value your role as you help build a culture in which Colgate people remain curious to learn and build new competencies to be prepared for what's to come.</p>
b-roll: people manager interaction/coaching a team member	As a people manager we look to you to continuously cultivate a supportive learning environment, encouraging team members to acquire the new skills that will position them and Colgate for ongoing success.
FONT: Support and Promote Learning	You might be wondering now... How can I do this?
Identify and prioritize key learnings	First , identify and prioritize key learnings that your team members need to perform in their current roles, assessing current standing and any learning gaps for each. Once the picture becomes clear, guide and support them in their development. To assist you and monitor progress, our career development tools will help ensure opportunities and development actions are aligned.
	As you establish development plans, identify projects and work assignments that help each team member achieve personal growth. The Colgate learning catalog can be helpful here, with its broad menu of offerings that address every career stage and its associated competencies.
Establish collaboration	Next , create a collaborative environment for your team, encouraging the free exchange of thoughts and ideas. Check in with them often to monitor their progress, and continue to encourage their pursuit of learning opportunities.

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<ul style="list-style-type: none"> ● 	<p>Finally, promote and leverage Colgate’s learning platform, MindSpark, which provides both formal and informal learning options to build competencies based on your team’s interest and development goals.</p> <p>MindSpark is the place to visit to ignite your people's curiosity that will help you match the ways in which people learn best and deliver “just in time” learning. Explore what is available and suggest to your team members customized content that addresses their immediate learning needs.</p>
<p>FADE IN: Program logo.</p> <p>FADE OUT.</p>	<p>FADE UP: Music</p> <p>Promoting a culture that values learning and personal growth at every stage along your team members’ career paths ensures that their skills remain relevant today, tomorrow and well into the future.</p> <p>It will also contribute to employees’ satisfaction and engagement thereby contributing to Colgate’s long-term growth and success.</p>