

Case Study

The Power of Collaboration

Through GTA's member collaboration, a company combined its information and expertise with other experts' for efficient training and development.



Expertise ≠ Effective Training

Being an expert does not automatically make you a great teacher. Prior to joining GTA, a large midstream company was developing all training in-house. This can be a great fit for some organizations, but for others without proper resources, it can be time-intensive and expensive. The company had several knowledgeable subject-matter experts, but these experts weren't adept at creating educational material or teaching the subject. It was difficult to make sure the training would stay updated and relevant in the future.

From the Users

"I look at GTA training as a baseline for everyone. **For GTA to be effective, it requires member companies to not only be supportive of the process but also pay attention to what is happening at their own company** and how training is being implemented. It's a two-step process. Creating content and creating material is easy, but the harder story is making sure material stays current and is used."

Director of Measurement Group
GTA Member Company

The Training

The company joined the Gas Training Association as a founding member in 2008. One of the first steps it took as a member was to share the training materials it created and had been applying.

For the last 15 years, fellow member companies have collaborated to share information and resources to create new training materials. This collaboration created a talent pool where experts can develop courses together. A company that isn't as familiar with certain subjects can receive well-rounded training for its employees. The company implemented this well-rounded training by uploading GTA's web-based training to its own Learning Management Software.

Benefits

The value the company has received through its membership includes deeper industry connections and first-rate training. The quality of training has increased for employees, as training developers are equipped with the proper resources to create materials.

- > Pooling resources and knowledge creates high-quality training materials for all members
- > Individuals creating courses enhance their personal knowledge of different subjects
- > A cost-efficient way to develop training materials
- > Collaborative resources ensure up-to-date and relevant materials in the future