



TOTAL Digital Academy

Design a training programme on digital communication and roll it out worldwide

To support the deployment of its digital strategy, Total set up the 'Total Digital Academy' and charged it with:

- * Train the group's communication staff by giving them the means to develop their digital communication skills;
- * Support the company's digital transformation.

Within the framework of the corporate communication campaign 'Committed to Better Energy', and to help the communication staff deploy the digital part of the campaign in the best possible conditions, Cegos and the Total Digital Academy created 'First steps in corporate digital communication'.

This three-day module familiarises participants with:

- * Total's digital communication strategy
- * Best practices for writing digital content
- * How to manage and moderate a Facebook page
- * How to manage a local corporate website

It took the Cegos trainers and the TOTAL Digital Academy's staff only five weeks to deliver the training course to the communication teams in 23 countries in Europe, the Americas, Asia and Africa.



The company

Total is a global, integrated energy producer and provider, the world's fifth-ranked international oil and gas company and second-ranked photovoltaic solar operator.

As the world leader in our class, Total is committed to being the company whose actions inspire confidence in a responsible, sustainable energy future, by meeting the growing demand from our customers and driving continuous improvement in our operations.

Benefits

- * High employee satisfaction because the training met their expectations
- * Consistent implementation of the digital part of the 'Committed to Better Energy' campaign
- * The very tight deadlines imposed by the 'Committed to Better Energy' campaign were met

Key success factors

- * Collaboration: the Cegos and TOTAL Digital Academy teams co-designed and co-facilitated the training course
- * Down-to-earth approach: very concrete training methods made participants operational very quickly
- * Availability: training sessions were deployed worldwide in five weeks

TESTIMONIAL

"At Cegos, we found all the skills necessary to design this bespoke training module.

The Cegos team demonstrated strong engagement, professionalism and availability to make the project a complete success."

Patrick Antoine
Manager, Digital Academy