

# **BeenThereDoneThat empowers learners with short, sharp training modules**

BeenThereDoneThat is in the business of solving problems. But defining the problem can often be the biggest challenge. To help clients get to the root of their meatiest issues, it runs Problem Definition Training, a virtual course designed to unlock new pathways to growth. With Morden Wolf, the team created 25 on-demand training videos shot in a personalised and professional virtual environment, giving learners the space to focus on what matters most.



Times are changing. Quickly. And businesses that can't keep up risk being left behind. But these are also times of great potential, with new opportunities arising in unexpected places. How, then, can companies navigate this complex landscape to unlock new growth and make a lasting impression on customers?

BeenThereDoneThat is a marketing consultancy connecting clients with a community of the world's best creative thinkers; leaders in brand, strategy, innovation, culture and sustainability. From its pool of 300 experts, it matches clients to three members with the experience and expertise to provide a rapid injection of great ideas – or 'creative acupuncture' as it's known – to unblock a pain point.

"We believe every growth opportunity comes disguised as a problem, so it's important to ask the right questions to see it clearly before you can solve it," explains Jed Alberts, Global Marketing Manager at BeenThereDoneThat. "Our Solve for Growth™ methodology is all about empowering clients with the know-how to properly define business challenges so they can proactively find the best way forward."

The virtual Problem Definition Training course gives clients access to live and on-demand resources led by two in-house experts. In an era when everyone is filming content from their homes, BeenThereDoneThat wanted to stand apart from its competitors with slick, professional training videos that put knowledge in the spotlight.

"We'd had a first pass at creating the videos at home, and while the content was great, the aesthetic didn't match our brand and we were reluctant to put them on the website," Jed reveals. "We needed a neutral environment to help people focus, and that meant getting rid of anything that could distract them from the learning process."



**“Virtual production gives our training videos an extra layer of professionalism and credibility that sets us apart from our competitors.”**

Jed Alberts  
Global Marketing Manager, BeenThereDoneThat

## Expert advice from a seasoned professional

Problem Definition Training is designed to help clients of all size, from start-ups to large global enterprises. When faced with the problem of connecting with a broad audience, grabbing their attention, and keeping it, BeenThereDoneThat turned to an expert – its Capability Lead, Colin Haddley.

“Colin had used virtual production to film training videos before and was impressed with the results. With what initially appeared to be a simple green screen studio, he’d created the perfect environment to teach appealing and engaging content. He introduced us to the team at Morden Wolf, and the rest is history,” explains Jed.

The team had found the perfect solution to meet their budget and timeline, and developed a close working relationship with Morden Wolf, which made the whole process fast and painless.

After an initial studio tour where the Mo-Sys camera tracking system, and virtual production platform, Unreal Engine, were demonstrated, Jed visited again to discuss and select the setting for the videos, camera positions, and movement, and shooting

began with the two course leaders just over a week later. “I was like a kid at Christmas on set, but Rob, Morden Wolf’s Founder and Head of Production, reminded me that knowing how special effects work can make it impossible to watch a movie without wondering how stunts were performed – that influenced the direction we took for our virtual environment,” he comments.

Twenty-five 2-minute videos were filmed in a virtual BeenThereDoneThat branded classroom over the course of a day, using two camera angles for variety, and digital pop ups to highlight key points.

To make sure learners focus on the experts rather than production, simplicity was key. As Jed explains, “We’ve seen two things since the pandemic – cost-effective videos filmed in speaker’s bedrooms with the inevitable low production value, or companies shooting in dynamic and costly virtual or studio sets like forests or playgrounds. We wanted to return to a more classic classroom setting so people wouldn’t be trying to work out which books were in the background or wondering how we’d created the set.”



## A cut above the rest

With the scripts ready to go, the shoot went without a hitch. In addition to the training videos, the team created a sales video for the website and filmed a short introduction to the company. The first cut of all 25 videos was ready for review after just a few days, and over the following week, BeenThereDoneThat worked closely with Morden Wolf to refine the final cuts. The whole project was completed in less than a month.

“We’re really happy with the final videos, and it was a pleasure to work with Morden Wolf. We never felt like we were asking for too much, and they were always there with advice when we needed it,” comments Jed. “Virtual production gives our training videos an extra layer of professionalism and credibility that sets us apart from our competitors.”

With the 25-training videos forming part of the on-demand content, BeenThereDoneThat is ready to launch its new and improved Problem Definition Training, empowering clients to develop richer in-house skills to help them face the challenges of tomorrow. And there’s not a virtual forest in sight.

**“I was like a kid at Christmas in the studio, but the team at Morden Wolf helped us design a clean and engaging look for our videos.”**

Jed Alberts  
Global Marketing Manager, BeenThereDoneThat