



Hard Rock International

A global company comprising hotels, cafes, casinos, and live music venues, Hard Rock International is a brand recognized everywhere. With locations in more than 70 countries and a workforce of 40,000-plus, Hard Rock is owned by the Seminole Tribe of Florida.

The company's values center on honesty, integrity and professionalism. Accountability, inclusion, maximizing the potential of its people, innovation, and a tradition of philanthropy also characterize Hard Rock.

THE COMPANY'S MISSION:

We create authentic experiences that rock.

Forbes named Hard Rock among its 2019 America's Best Large Employers.

Rocking the Challenges of Training a Global Team

A valued customer since 2018, Hard Rock turned to Media Partners for its strong support in delivering consistent and engaging learning content to employees, managers, and leaders worldwide.

"It was the format and style of the *How Was Your Day? Getting Real about Bias, Inclusion, Harassment and Bullying* training program that led us to choose Media Partners," Leavell says. "It was very fresh and relevant in both style and content. We felt it could easily be shown to all positions—that people at every job level could see it and understand it. We also felt the training could have an impact on their behavior and give them pause to think about the issues it covers."



Angela Leavell

Director eLearning and Development
Seminole Hard Rock Support Services

Angela Leavell is Director of eLearning and Development, working in Seminole Hard Rock Support Services in Florida—a division that provides global support to hotels, casinos and cafes for Seminole Gaming and Hard Rock International.

The Hard Rock development team epitomizes the idea of lean. Leavell's eLearning group numbers only four people to serve Hard Rock employees around the world, and training teams working with the company's Café and hotel entities are similarly sized.

Streamlined staff in learning and development, coupled with a multi-business, globally dispersed organization, make partnership with Media Partners an effective choice to drive consistent, content-rich training opportunities.

Meeting Development Needs with Media Partners

“IT’S WHO WE ARE”

Support for organizational values also played a role in Hard Rock’s choice of *How Was Your Day?* for company-wide training in multiple issues that factor into a culture of respect.

“We are inclusive to all and have an environment where individualism is celebrated,” declares the Hard Rock website, adding that “Love All—Serve All, All is One, Take Time to Be Kind, and Save the Planet aren’t just mottos on our walls, it’s who we are.”

In addition, Hard Rock affirms its commitment to personal and professional development and to “representing the voice of all Hard Rockers.” Providing engaging training in ideas that center on respect, inclusion, value for diversity, and creating a sense of safety and belonging underscores the company’s stated values with tangible action.

Says Leavell, “That training is something we feel really strongly aligns with our core values as a company. We wanted to be able to share those ideas with our employees in ways that are very much in line with the content of the *How Was Your Day?* course. Our company values are what we live by at Hard Rock. We hire people who embody them, and reinforce that from day one in our onboarding.”

ONBOARDING FOR NEW HARD ROCKERS

The Onboarding process at Hard Rock begins on new hires’ first day with an orientation class. “Depending on the particular business entity where you work (café, hotel, etc.) and your position, that part of the onboarding may range from a half-day to two full days,” Leavell explains.

The variety of jobs within the Hard Rock organization account for that variation, she says. “For example, food and beverage workers have to take chemical safety and food-handling classes. That adds time to their onboarding. We also use that initial training period to onboard employees onto our LMS, and assign them classes. Those assignments—and the time allotted for their completion through self-directed learning—differ by job roles and by the division or department in which an individual will work.”

Media Partners’ video training features eLearning that easily fits into the self-directed approach used by Hard Rock while also satisfying compliance-training requirements. Many programs, such as *How Was Your Day?*, feature a modular construction that enables employees to fit training into demanding schedules. Built-in assessments and training-support materials provide further enrichment.

KEEPING ONGOING TRAINING FRESH

Like any organizational learning and development function, the team at Hard Rock works to ensure that training is not only compelling and engaging initially, but that fresh content is available for follow-up training to help employees keep important knowledge and skills top-of-mind.

“When we originally selected *How Was Your Day?*, the new Media Partners course *Once & For All: Stopping Sexual Harassment at Work* had not yet been created,” Leavell says. “Going forward, we really like Media Partners’ solution-based suggestion that we use *Once & For All* in a new-hire curriculum during onboarding, then use *How Was Your Day?* and other programs for that group as later refresher training. We don’t want to show people the same thing year after year or every couple of years. That approach enables us to keep it fresh.”

LOOKING AHEAD: GLOBAL TRAINING AND BEHAVIORAL MEASURES

As Leavell and her team look toward the future, she continues to work with Media Partners to solve a challenge that many L&D teams in global organizations encounter—providing location- or culture-adjusted training for employees in other countries. For Hard Rock, that translates to versions of training programs in the multiple languages needed to effectively communicate with employees who work in Germany, China, Brazil, Spain, and other locales.

Further, Media Partners specialists are working to help Hard Rock and many other companies gain more options for effective measurement of the behavior changes that signal successful learning. From embedded assessments to tools designed to sharpen managers’ observation of new actions applied on-the-job, enhanced measurement strategies that help demonstrate return on investment (ROI) and other significant performance indicators are just over the horizon for Hard Rock and other organizations eager to better showcase the powerful learning-business results connection.

About Media Partners

Media Partners addresses the most critical people skills issues to ensure employees feel respected, safe and engaged in their work environment. Our award-winning training content helps organizations build better workplaces, resulting in improved employee retention, productivity, and performance. Our programs include well-known titles such as: *Once & For All: Stopping Sexual Harassment at Work* and *How Was Your Day? Getting Real about Bias, Inclusion, Harassment and Bullying*.

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