

## CSL's ethical business practices recognised with national learning award

CSL's ethical business practices recognised with national learning award Media Alert- For Immediate Release Melbourne, 27th June 2019 – IMC has been recognised for its collaboration with CSL in enhancing its ethical business practices, by receiving two LearnX awards, gold place for “Best Learning & Development Project – Compliance” and a finalist place for “Best eLearning Project - eLearning Widespread Adoption” for its Code of Responsible Business Practices e-learning module developed and produced by IMC Australia. “CSL's dedication to their patient first philosophy is incredible and we're honoured to be part of the award-winning team embedding these values into each team”, Tyson Priddle, IMC APAC Director.

“The e-learn module we have been able to co-create with IMC has been critical to setting the right expectations for responsible business conduct and organisational culture. Each and every day patients depend on our products to improve their quality of life, so what we do matters,” said Patrick Castauro, Director Sustainability and Ethics, CSL Limited.”

The compliance module is an essential tool for CSL in ensuring that its employees, in 35 countries, are acting with the same values and business integrity. Key success factors for the module were:

- Patient stories: Going by their values, CSL put their patients first and foremost in the module to keep in mind the ultimate objective – to provide patients with solutions that prioritised their quality of life while dealing with often life-threatening illnesses.
- Translation: The module was translated into 17 languages for their 24,000+ employees across 35+ countries.
- Design making framework: Employee focus groups were held to understand their daily decision-making needs and ensure the framework was realistic to their processes rather than designing a solely top-down process.
- Responsive design: Not all CSL employees work in offices or at computers each day, the module was designed for mobile and tablet use.
- Gamification: employees received badges for completing each section of the training, enticing them to continue on to receive the next badge and as an indicator of success.
- Instructional design: IMC demonstrated expertise and innovation in Instructional Design by crafting a learning experience designed to captivate the learner through:
  - Multimedia/video presentations.
  - Gamification and interactive choices for the learner to engage with and learn from.
  - Storytelling that is linked to patient scenarios.
  - Critical messaging from senior leaders.

Images available for download here. ### About IMC IMC is one of the leading full-service digital training providers. For 20 years, we have been continuously developing our market experience, servicing customers such as Zeiss, CSL, Villeroy Boch, Ikea, Daimler, T-Systems, Fed-Ex, KiwiRail, NRL and the Irish Civil Service. Today, more than 1,000 customers with over 5 million users trust in our expertise in training strategy, learning technologies and e-learning content Originating in Saarbrücken, Germany, the company now has offices around the world In Austria, Switzerland, Romania, Netherlands, United Kingdom, Singapore and Australia. About CSL CSL (ASX:CSL; USOTC:CSLLY) is a leading global biotechnology company with a dynamic portfolio of life-saving medicines, including those that treat hemophilia and immune deficiencies, as well as vaccines to prevent influenza. Since our start in 1916, we have been driven by our promise to save lives using the latest technologies. Today, CSL – including our two businesses, CSL Behring and Seqirus – provides life-saving products to more than 60 countries and employs more than 22,000 people. Our unique combination of commercial strength, R&D focus, and operational excellence enables us to identify, develop and deliver innovations so our patients can live life to the fullest. For inspiring stories about the promise of biotechnology, visit Vita at [CSLBehring.com/Vita](http://CSLBehring.com/Vita) and follow us on [Twitter.com/CSL](https://twitter.com/CSL). About LearnX The LearnX Live Awards is an international awards program that recognises multiple fields within talent management across the corporate, education and public-service sectors. Each year the Awards uncover incredible projects and solutions that deliver best practice and business value. The Awards have been in operation since 2008. Contact IMC Pty Ltd, Australia Beth Dowsett, Head of Marketing Phone +61 (03) 9820 5500, [beth.dowsett@im-c.com](mailto:beth.dowsett@im-c.com) This and other press releases are available for download from our website [www.im-c.com](http://www.im-c.com)