

# Custom eLearning Curriculum

Founded in 1976 and headquartered in Abu Dhabi, this entity is one of the world's largest sovereign wealth funds. It operates with the primary objective of investing funds on behalf of the Emirate of Abu Dhabi, aiming to secure and maintain the future wealth of the region. The institution is globally diversified, investing across more than two dozen asset classes and sub-categories, including but not limited to equities, fixed income, real estate, private equity, and alternatives.



Intuition was tasked to create a bespoke eLearning course series, focusing on ingraining the highest standards of ethics, behavior, and conduct within the workforce. This initiative underscored the necessity for staff to adhere to strict disclosure requirements and familiarized them with the whistleblower hotline for reporting deviations from these standards.

The design principle behind the course was to offer a succinct, engaging, and effective learning experience. By integrating work-based scenarios within an interactive framework, the course aimed to facilitate practical application of ethical policies, enabling learners to:



- Understand and recall essential policy aspects concerning ethics, behavior, and conduct



- Recognize situations requiring disclosures and approvals in their professional roles



- Identify and report policy breaches either through formal escalation channels or anonymously via the whistleblower hotline

The course content was crafted to be directly relevant to on-the-job situations, using realistic examples and characters that learners could easily relate to, thus enhancing engagement and retention. Additionally, strategic audio incorporations at key points served to reinforce the course's critical messages, ensuring a comprehensive understanding and long-lasting impact on the learners.

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