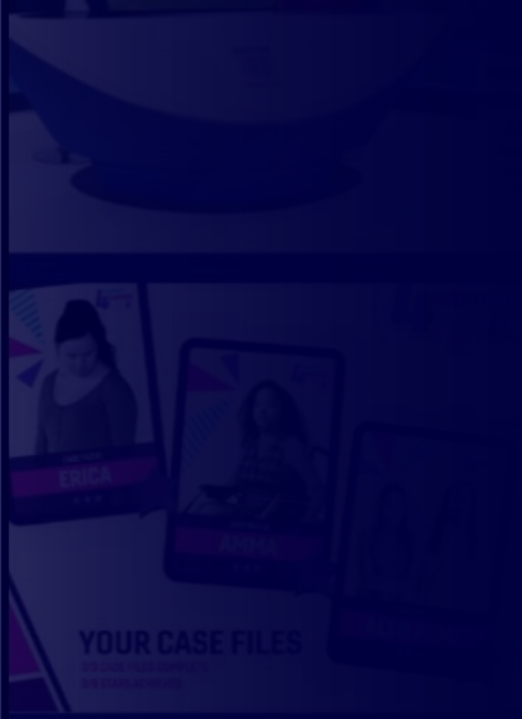

Introducing Dynamic

Dynamic

We inspire human and organisational success through impactful learning

Since our inception in 1999, we've been guided by a single ethos, to deliver exactly what we say we will. That means a true partnership approach, no hidden costs or licensing fees and a seamless experience for you and your learners:

- Over 25 years experience.
- Creating innovative, high-impact digital learning for hundreds of clients across multiple sectors.
- More than 50 experts covering a wide range of design and learning specialisms.
- Based at a single site within the grounds of the Harewood Estate in Leeds, UK.
- All content created and delivered in-house , with one point-of-contact and total accountability.
- Supporting different projects and requirements (incl. compliance, performance improvement, skills).



Dynamic

Services and expertise

We are one of the UK's leading providers of elearning design and development services. With full in-house capabilities, we create outstanding, interactive learning for clients big and small.

With over 25 years of expertise in the industry, we've encountered a wide range of challenges and can cover any topic, in any format, to help you and your team perform at their best. It's not just about delivering services; it's about addressing your organisation's unique challenges and opportunities.







Dynamic

Our services:

- Custom learning design
- Dynamic LMS
- Off the shelf catalogue
- Video and animation
- Custom systems development
- Internal and external comms
- Extended reality
- Microlearning and resources

VIEW OUR FULL RANGE OF SERVICES >

Our expertise:

- Compliance and mandatory
- Onboarding
- Leadership and management
- Equality, diversity and inclusion
- Sustainability and ESG
- Sales enablement
- Customer experience
- Change enablement

ALL THIS AND EVEN MORE >

Our approach

We don't just create elearning... **we deliver impact on scale**. Whether it's a mandatory compliance course or a large-scale organisational change, our programmes are designed to:

Drive engagement

by using simple, functional, yet beautiful design principles to capture the hearts and minds of your audience

Improve people performance

with specific outcomes, such as improved job performance, skills development or knowledge retention.

Deliver results

combining robust needs analysis, problem-solving and measurable outcomes in the learning design process.

These core tenets are embedded in our development process, offering a flexible yet robust approach to both project management and learning design. You're an integral part of this process, invited to participate in key activities and reviews, ensuring that we can deliver your project on time, within budget and consistently exceed your quality expectations.

Dynamic

Proving our (and your) value

What does success look like?

It's different from organisation to organisation and is based on the unique needs of your business and project requirements.

Because we work with you to uncover and define your business needs and map learning against your success metrics, we can measure and evaluate the final outcomes and overall impact—and help you prove the value you've added to your organisation.

Generally, this will be a three-step process, running alongside design and development work where we'll work with you to:

Gather insights

Through discovery activities and in-depth needs analysis, we uncover the true purpose of every learning project, aligning our recommendations and approach with key business priorities, strategies and reporting mechanisms.

Design for impact

Using the outputs of our consultation we scope and structure the experience itself, leaning on instructional design methodologies to ensure the core learning objectives and wider outcomes are reflected in the design of the learning product.

Measure success

Following roll-out, we support you to collect and evaluate data at a learning, behavioural and business level, using pre-determined activities and reporting mechanisms to ensure a holistic view of success and a clear picture of ROI.

Accessibility & design standards

Our learning design principles

Using a multidisciplinary approach, we bridge the gap between creative design, behavioural science, psychology, instructional design, and the broader field of learning to ensure that everything we create is relevant, meaningful, and actively benefits your organisation.

Put simply, we are:

- Human-centred
- Impact-oriented
- Design-driven

Dynamic

Our accessibility standards

We're committed to ensuring digital accessibility wherever possible and are continually seeking ways to improve the user experience for everyone who uses our digital learning applications in line with relevant guidelines (i.e. WCAG). Our designers adhere to a core set of standards, ensuring:

- Sufficient colour contrast
- Adequate text sizing and spacing
- Closed captions and transcripts
- Clear, simple language
- Use of headings and structure
- Unlocked player controls
- Clear instructions and guidance
- Descriptive link text
- No time limitations
- Device compatibility

Every deliverable is robustly assessed against these standards before we share them for final review and roll out. Where you have specific accessibility requirements or access needs, these are discussed and accounted for as part of project scoping and definition.

Our clients

We have a large portfolio of clients and are proud to talk about our collaborations with them whenever possible. We also encourage you to take up references, to hear first-hand what it's like to work with us.

Here's a handful of the companies we've been lucky enough to work with:



Dynamic



I cannot recommend Dynamic's elearning modules enough!



"I cannot recommend Dynamic's elearning modules enough! As someone who has worked with several providers across the years, I can confidently say that Dynamic stands out in terms of their responsiveness, designs, value for money, and their overall quality of work. Their modules are not only visually appealing but also contain some great regional 'human' voiceovers which are much preferrable to the AI voices found on some courses now.

Working with Dynamic was a breeze - they were easy to communicate with and were always open to incorporating new ideas and suggestions. I was very impressed by their innovative designs and the level of professionalism they brought to our first project. They also took the time to get to know us and our brand through some thorough research. They were a pleasure to work with and I cannot wait to collaborate with them again in the future. Thank you, Dynamic, for your exceptional work!"

Andy Heath

Elearning Development and Coordinator, UK & Ireland Territory

Dynamic

I see Dynamic as a ‘trusted partner’ more than a supplier.

“They never fail to bring our concept alive with rich content and excellent innovation... the team at Dynamic are flexible, friendly and certainly the best experts I know in their field. I see Dynamic as a 'trusted partner' more than a supplier - and I always enjoy working with them. A fantastic team.”

Steven Draper

Performance Director, UK Bus Regions

In every project they deliver results that surpass the last.

“I’ve had the privilege of working with the fantastic creative team at Dynamic over a number of years. In every project they deliver results that surpass the last. A superb atmosphere to be around, and the result is great teamwork. I wouldn't hesitate to recommend Dynamic to anyone; whatever you perceive your project to be, they’ll take it to another level - and you'll enjoy the experience. First class. Refreshing. Different.”

Tim Graveney

Ethics and Compliance Officer



The end-to-end service was – and continues to be – excellent.



“Dynamic was able to take our top-line briefing and, at short notice, work with us to launch a suite of data protection learning modules that were better tailored to the working environment at The Salvation Army and relevant to all our staff. We wanted to focus on simple, practical messaging that was devoid of jargon. Dynamic picked up on that and helped us shape effective scripts. They also quickly got to grips with the values and mission of The Salvation Army. Every deadline was met and no request for help was turned down. The end-to-end service was – and continues to be – excellent.

Uptake has been excellent. In the first five months, we have seen a certification rate of 85% on our main module and user feedback has been overwhelmingly positive. We have started to roll-out targeted training around specific topics, supported by subject-specific modules. The impact of this has been notable in several areas – for example, we have seen a 30% increase in the reporting of low-risk incidents involving personal data, when compared to this time last year.”

David Mason

Data Protection Officer, UK & Ireland Territory

Dynamic



A personal touch that makes you feel truly valued by their business.



“The sales and development team at Dynamic have been an absolute pleasure to work with. Not only have they been timely and efficient with their responses and overall delivery of the projects... it is clear that they share strong values about how they work with and support their clients. Without exception, every meeting and interaction has been conducted with professionalism and a personal touch that makes you feel truly valued by their business. It is no surprise to see a business that is built on these principles thriving in a very challenging market and I would fully endorse them to any business looking for a creative and effective way of driving performance.

Tony Bynon

Product and Sales Training Manager

Dynamic

Dynamic

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INVESTORS IN PEOPLE®

25 YEARS OF DYNAMIC