

# THE VIRTUAL WORLD OF LEARNING ON INEOS ISLAND



The landscape of Learning and Development (L&D) is rapidly evolving, thanks to technological advancements, automation and the need for innovative training solutions. Artificial Intelligence (AI), Augmented Reality (AR) and Virtual Reality (VR) are proving the ideal tech companions for innovative L&D strategies. And among the pioneers in this arena is INEOS Automotive, a new venture to create 4x4 vehicles that spark the spirit of adventure and meet the needs of today's explorers.

INEOS carries this adventurous mentality throughout its employee base, too. This mindset led to a partnership with VPS, and a transformative journey with the VPS Virtual World of Learning (VWL). Nowhere is the VWL approach better exemplified than by the creation of the INEOS Island—a bespoke virtual gaming world designed to revolutionise employee training and engagement.



## THE GENESIS OF INEOS ISLAND

The concept of the INEOS Island emerged from the necessity to address the training needs of a diverse and geographically dispersed workforce, with presence in more than 40 countries. Traditional training methods, which often involve significant travel and logistical challenges, wouldn't be viable meaning that INEOS would have to lean more towards digital solutions.

VPS are known for leveraging cutting-edge virtual learning environments, and tailoring content for a diversity of learning ecosystems. VPS collaborated closely with INEOS to develop the Virtual Academy, which serves as the foundation for INEOS Island. This virtual space is not just a replica of physical classrooms but an innovative platform where learning is gamified, interactive, and deeply engaging.

Among the pioneers in this arena is INEOS Automotive.

A vision emerged to create an immersive, interactive learning environment that could provide consistent, high-quality training experiences regardless of the employee's location. And there was only one partner that INEOS trusted to bring this vision to life: VPS.

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## THE STRUCTURE OF INEOS ISLAND

The INEOS Island is designed as a comprehensive virtual environment that mirrors the adventurous and dynamic spirit of the INEOS brand. The island includes various terrains and settings, each tailored to specific training modules and learning experiences. Employees embark on a journey through the island, engaging in activities that simulate real-world challenges and scenarios relevant to their roles.

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The island's structure includes:

### Virtual Environment:

These are designed for interactive, instructor-led training sessions. Unlike traditional webinars, these virtual classrooms allow for real-time interaction, collaboration, and feedback.

### Simulated Work Environments:

These areas replicate actual work settings where employees can practice skills in a controlled, risk-free environment. For example, maintenance technicians might work on virtual machinery, while sales teams could engage in simulated customer interactions.

### Gamified Learning Zones:

To enhance engagement, the island features gamified zones where learners can compete in challenges, earn rewards, and track their progress. This approach leverages the motivational aspects of gaming to foster a more compelling learning experience.

### Resource Libraries:

These are virtual spaces stocked with a wide range of learning materials, including videos, articles, and interactive simulations. Employees can access these resources on-demand, allowing for self-paced learning.

Employees engage in activities that simulate real-world challenges and scenarios relevant to their roles.

## THE IMPACT ON LEARNING AND DEVELOPMENT

By leveraging AI and data analytics, INEOS can further tailor training programmes to individual needs, ensuring that employees receive the most relevant and effective learning interventions. Andre Ashby, Aftersales Training Lead at INEOS Automotive, emphasises this point: "the virtual world is not just about providing a gimmick; it's about structurally changing how we deliver training to make it more dynamic and effective for the modern workforce."

In the recent [VPS Business Learning & Development Priorities Report, 2024](#), the integration of technological interaction through 3D product models was highly valued by the senior L&D respondents (44% overall, and up to 56% in the UK), reflecting the demand for such interactive and immersive learning experiences. However, resistance from employees towards virtual training emerges as a notable hurdle, especially in France (30%) and Germany (40%), highlighting the need for strong employee engagement and communication.



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The introduction of INEOS Island was found to have a profound impact on the personalised learning experiences of employees. In short, once they tried it, they liked it. Any initial scepticism can easily be overcome by letting employees have a play around in the virtual space, become immersed in it, and soon feel the benefits.

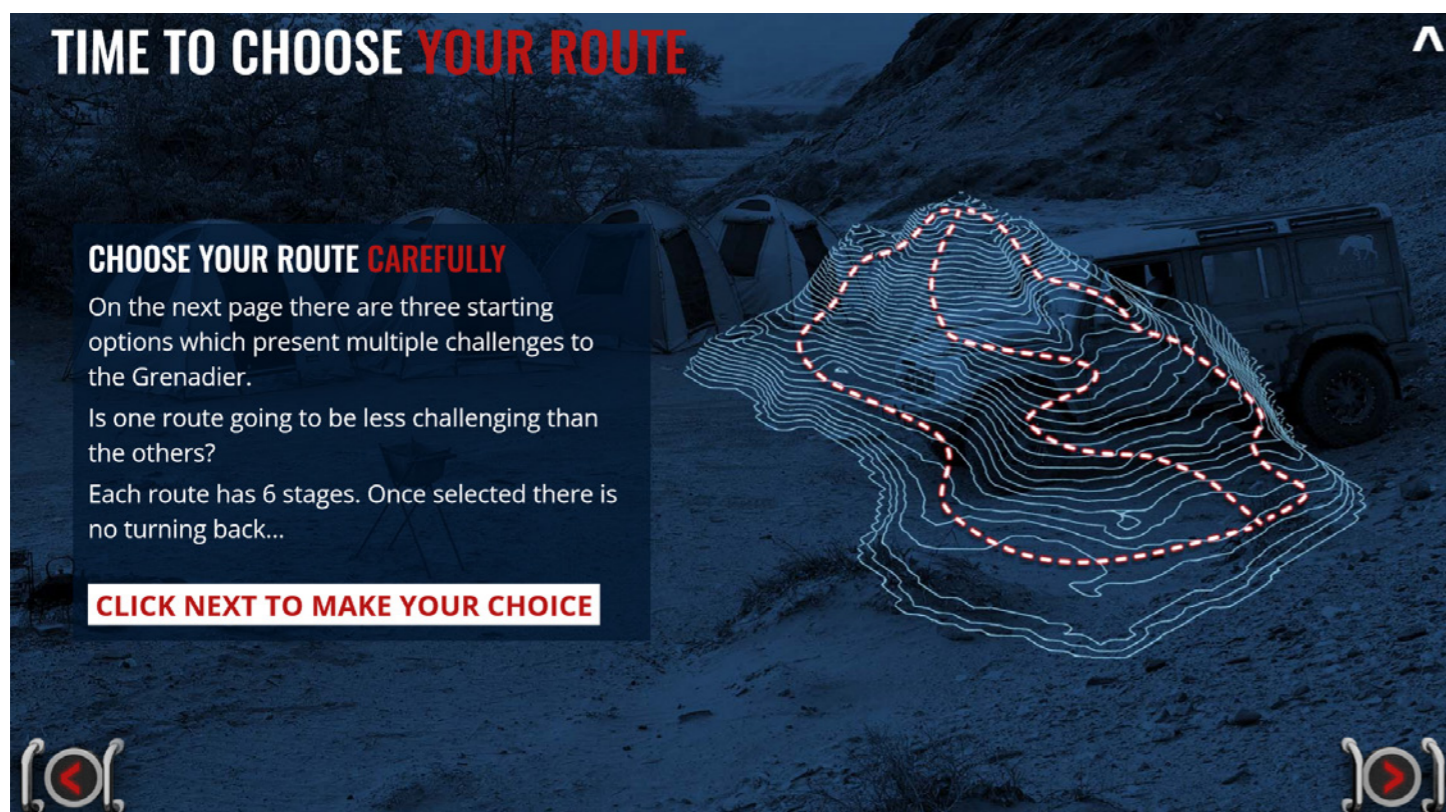
The island's design encourages exploration and experimentation.

Traditional e-learning methods often struggle with low engagement levels, but the interactive and gamified elements of the INEOS Island keep learners motivated and invested in their development journey. The island's design encourages exploration and experimentation, allowing employees to learn through experience and practice. In the style of the Multiverse or Gran Turismo, colleagues "interact through a journey on the island, getting to the top of the mountain, finding the engagement areas", says Andre Ashby. But he is also clear that, "It's not a chat room. We want people to immerse in our brand."

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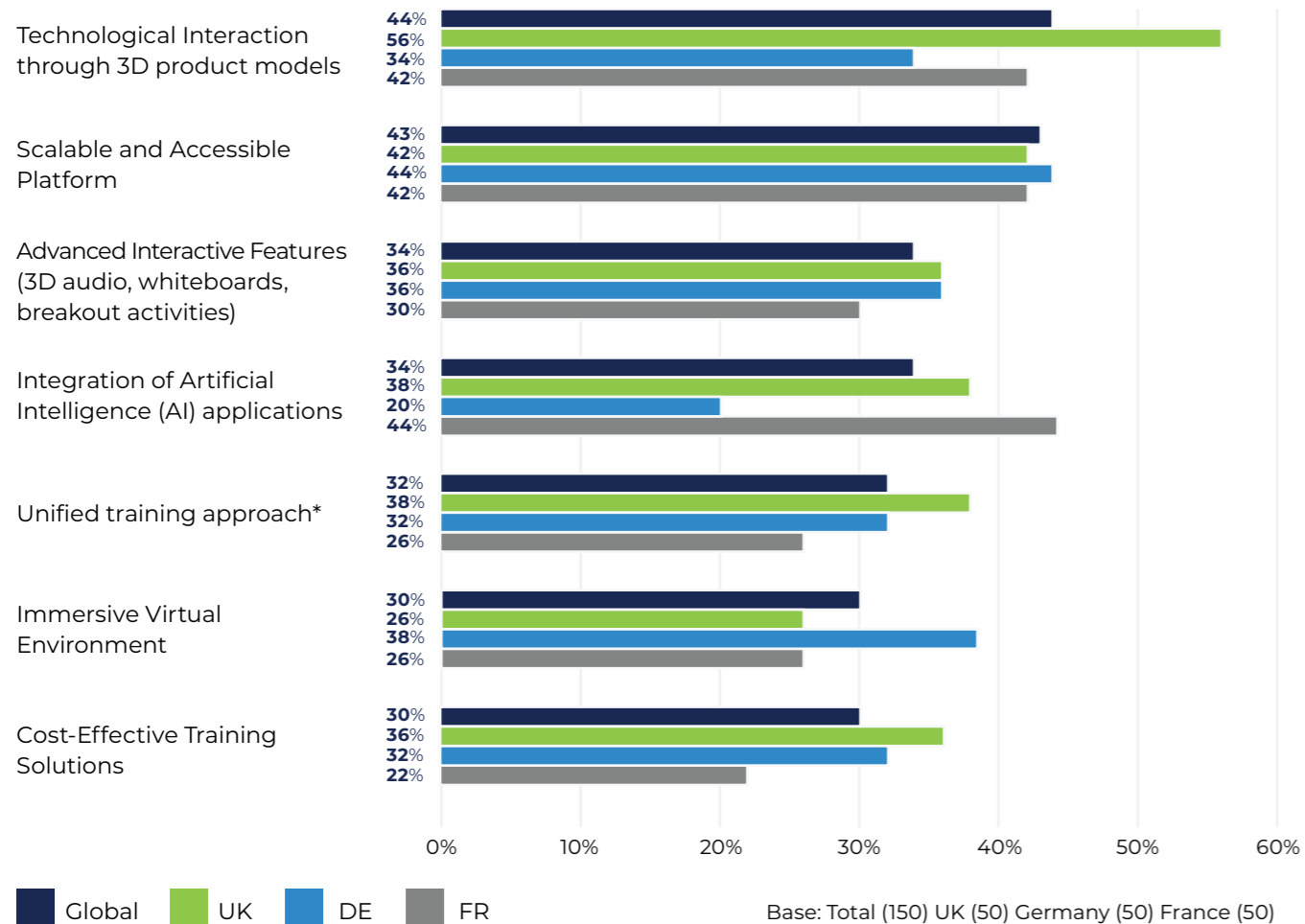
The adaptability of the virtual environment also means that training can be rapidly updated to reflect new skills, regulations, or company policies. This flexibility is crucial in an industry where change is constant, and the ability to quickly adapt is a competitive advantage.



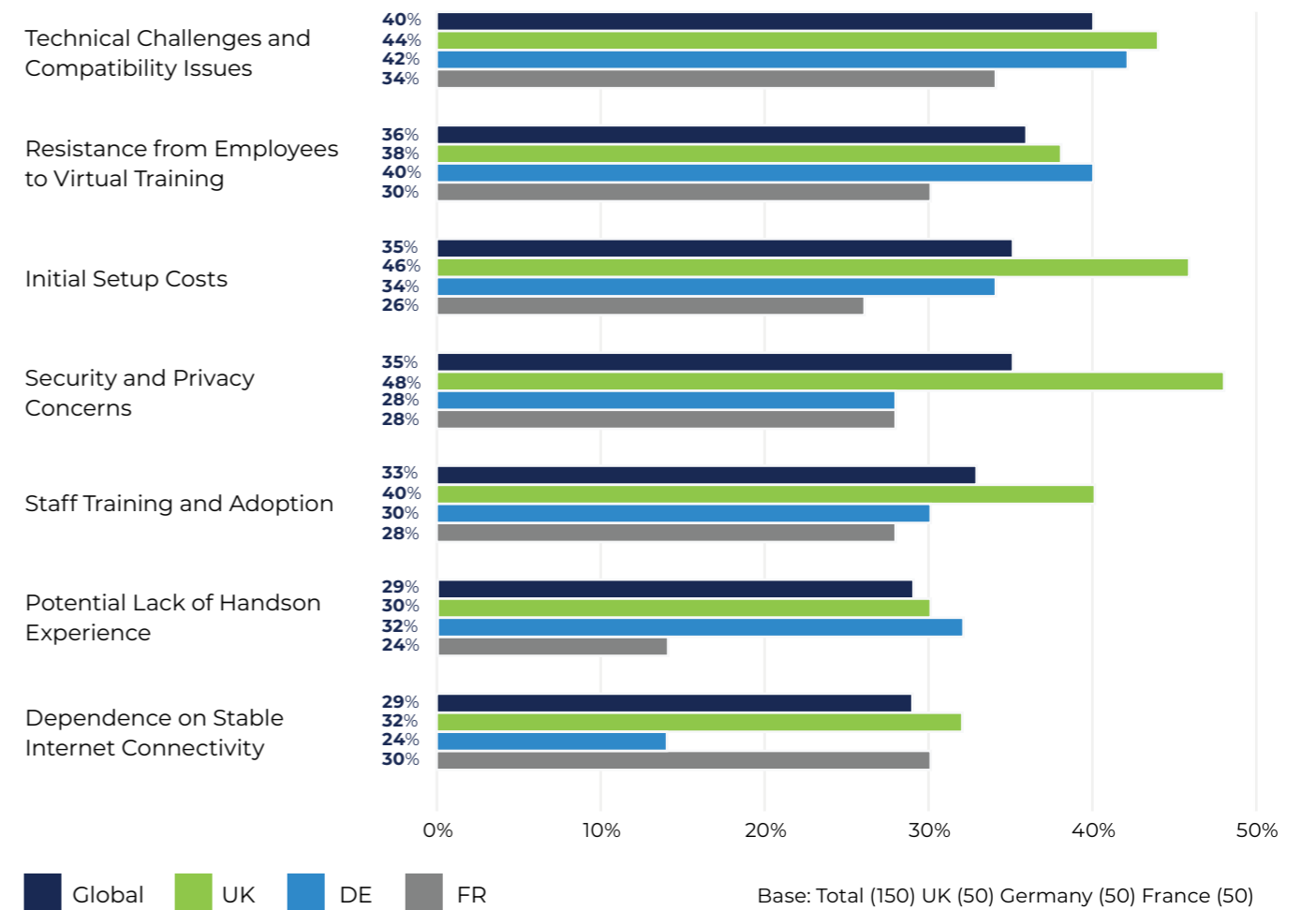




What aspects of a Virtual World of Learning would you find most valuable for your organisation's training needs?



Considering the concept of a Virtual World of Learning, what disadvantages do you foresee for your organisation?



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## THE VPS VIRTUAL WORLD OF LEARNING

The Academy provides a dynamic, engaging, and cost-effective solution for training needs by using virtual reality technology to create immersive learning experiences.

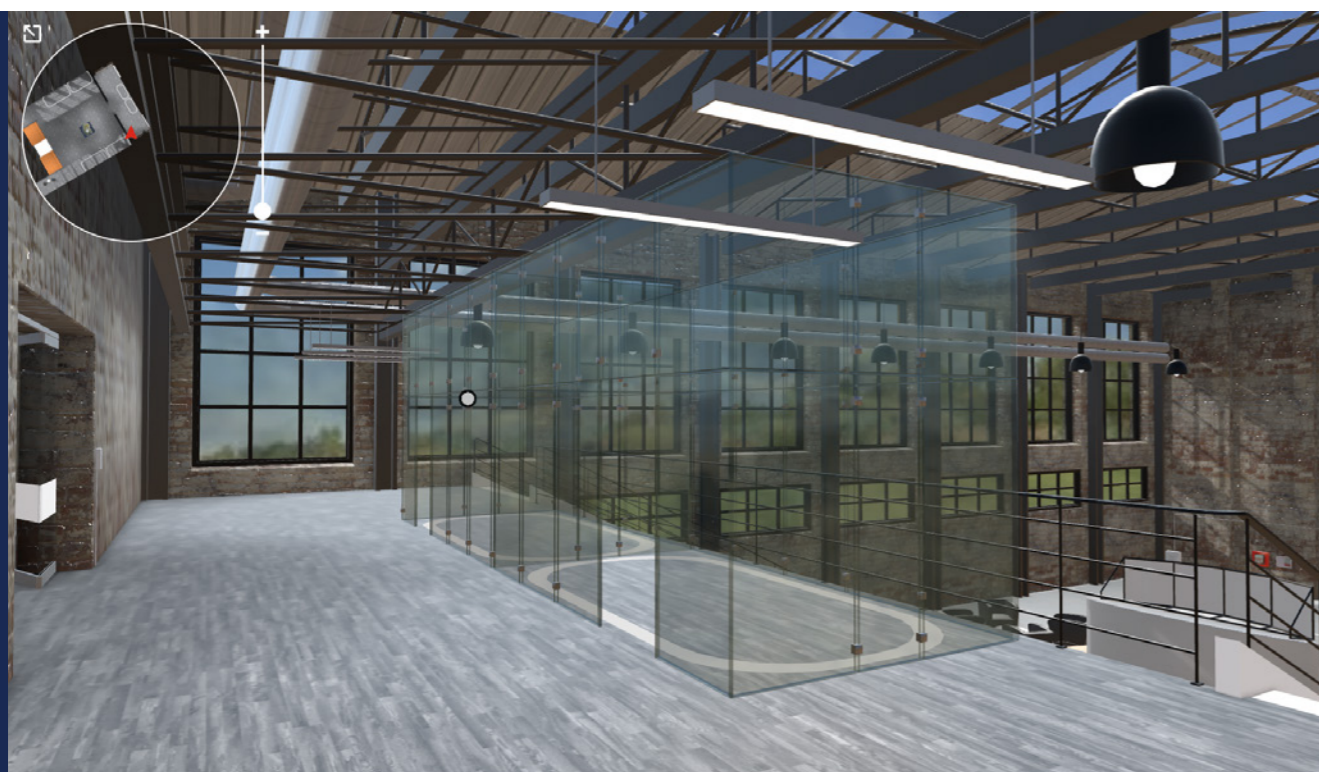
The VPS Virtual Academy, which underpins the INEOS Island, represents a revolutionary approach to corporate training. The Academy provides a dynamic, engaging, and cost-effective solution for training needs by using virtual reality technology to create immersive learning experiences. This platform offers unparalleled flexibility, allowing users to engage with the training material through VR headsets, browsers, or mobile devices, making it accessible to a broad audience.

Through its immersive environment, the academy optimises knowledge retention and application, enhancing job performance and driving professional development.

The transformative impact of the VPS Virtual Academy extends beyond individual learners to organisational performance. Through its immersive environment, the academy optimises knowledge retention and application, enhancing job performance and driving professional development. The scalability of the platform ensures equal access to training across geographical boundaries, contributing to a more skilled and knowledgeable workforce.

The scalability accommodates numerous learners simultaneously, effectively reducing the per-learner cost.

The Virtual Academy is designed to align with organisational learning objectives, offering features like virtual breakout rooms, whiteboards, and live video streams to facilitate in-depth exploration and real-time interaction with subject matter experts. The scalability accommodates numerous learners simultaneously, effectively reducing the per-learner cost. The elimination of travel and accommodation expenses inherent in traditional face-to-face training yields substantial savings while minimising disruption to work schedules.



## OVERCOMING CHALLENGES

Implementing a virtual world of learning is not without its challenges. One of the primary concerns is ensuring technical accessibility and usability across a diverse workforce. INEOS and VPS have addressed this by optimising the virtual platform to run smoothly on various devices and providing comprehensive support to employees to navigate the new system.

Implementing a virtual world of learning is not without its challenges.

There are also cultural barriers to consider. Transitioning from traditional learning methods to a fully virtual environment requires a shift in mindset. To facilitate this change, INEOS is investing in change management initiatives, including training sessions, workshops, and continuous communication to highlight the benefits and address concerns.

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VPS have further enhanced their expertise in refining engagement and overcoming barriers to adoption with other major firms, too. VPS recently conducted three intensive virtual Train-the-Trainer (TTT) sessions in just one week for a major European automotive OEM to support the launch of four new vehicles. This included immersive Virtual Experience platforms and incorporated interactive elements to engage participants across global locations. The TTT sessions garnered overwhelming praise, with participant and client satisfaction ratings reaching an impressive 93-100%.

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## LOOKING AHEAD

The success of the INEOS Island marks a significant milestone in the evolution of corporate training. It demonstrates the potential of virtual learning environments to not only meet the practical needs of training a dispersed workforce but also to create a more engaging, personalised, and effective learning experience.

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Research by Deloitte suggests that by adopting a researcher's mindset, digging into the technology to deeply understand and experiment with Generative AI, and then harnessing its collective human and AI potential in a way that is efficient and humane, "the onus is on leaders to steer their organisations with vision, adaptability, and a deep commitment to human-centric progress."

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INEOS is clearly leading the way. As INEOS continues to develop and refine its Virtual World of Learning, the lessons learned from this initiative will undoubtedly inform future projects and innovations. The potential applications of this technology extend beyond training, offering possibilities for virtual team building, onboarding, and even collaborative projects across different regions.

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## CONCLUSION: ISLAND HOPPING

The INEOS Island is a testament to the transformative power of virtual learning environments. By creating an immersive, interactive, and personalised training platform, INEOS has set a new standard for L&D in the digital age. This initiative not only addresses the immediate training needs of a global workforce but also positions INEOS as a forward-thinking leader in corporate education.

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This approach is now available to all. The VPS Virtual Academy is a transformative experience that can align with your learning objectives, maximises value for money, and drives individual and organisational growth.

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As other organisations look to enhance their L&D strategies, the success of the INEOS Island offers valuable insights into the potential of virtual learning. The integration of technology, strategic planning, and a focus on engagement and personalisation are key components that can drive the future of learning and development in any industry. Whether you want to create your own bespoke island, or a more traditional approach set within a virtual space, The VPS Virtual Academy and the VPS Virtual World of Learning are ready to help you create the L&D space of your dreams.

The success of the INEOS Island offers valuable insights into the potential of virtual learning.





## DIGITAL TRANSFORMATION DRIVEN BY LEARNING EXPERTISE

Vertex Professional Services (VPS) is a global provider of managed learning solutions for commercial, government and military customers.

At the heart of our business is our emphasis on understanding first and a strong culture of collaboration. Our customer-focused culture means we deliver outcomes that matter and build relationships that last.

VPS has proven expertise enabling customers to achieve digital transformation while improving the training experience for learners. From increasing business performance and productivity to optimising content for their learning ecosystems, Learning Management System (LMS) platforms including Totara, Cornerstone, and more. Our training technology experts apply a blended learning approach to future-proof online training to meet the evolving needs of organisations; underpinned by our award-winning digital learning content and virtual learning solutions like 'our studio Live 360 classroom'.

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