



## Highlights

- ✓ 4 weeks
- ✓ 18-SME core team
- ✓ 6 certification disciplines
- ✓ 100+ skilled professionals

# Google Cements **Certification Program Success** with Synergis Learning & Development Expertise

## Challenge

### Quickly Scaling Expertise Across Six Professional Disciplines

Google was launching an extensive certification program aimed at advancing upskilling opportunities for adult learners interested in digital, creative, and technical pursuits.

#### **THE IMPERATIVE:** First-Hand Expertise to Support a Broad Curriculum



IT Support



Data Analytics



Cybersecurity



Project Management



UX



Digital Marketing

#### **THE ISSUE:** Building Skilled Teams Within a Tight Deadline & Budget

It called for quickly scaling professional teams well-versed in each discipline to meet fast-approaching deadlines, despite limited funds. Only a partner with a passion for learning and career development—and the expertise to meet program objectives—could answer the call.

## Solution

### Rapid, Cost-Effective Results from Synergis Learning & Development

After finding several “big tech” consulting firms unsuitable for their needs, Google found an ideal partner in Synergis.

Leveraging 10 years of experience tailoring innovative learning and development (L&D) programs, Synergis quickly assembled expert certification teams to support a tech-forward, resource-rich upskilling experience.



### Expansive Expertise Delivered Across Key Functional Areas

- Program management
- Content creation
- Technical documentation
- Curriculum writing
- Video production
- Animation
- Instructional design

### Dedicated Management of Program Operations

- Resourcing
- Onboarding
- Timelines
- Performance reviews
- Task assignments
- Certification testing

### AI Optimization

- AI tech integration for enhanced productivity & engagement
- Incorporation of evolveAI into the UX certification
- Enrichment of program curriculum
- Adaptability to rapidly evolving tech landscape

## Outcome

### An Upskilling Program That Exceeds Expectations

In less than 30 days, Synergis Learning & Development (L&D) strategically assembled a team of top-tier, skilled professionals to develop six professional certifications—ultimately delivering high-quality content at a significantly lower cost.



#### Pre-launch delivery

- Core team of 18 SMEs in <4 wks
- 12 instructional designers
- 6 content writers



#### Post-launch maintenance

- Onboarding & management of 100 experts
- Ongoing support for six certifications

As a strategic partner committed to expanding knowledge resources and upskilling opportunities, Synergis helped Google successfully develop a certification program that exceeded both their expectations and their goals.



## About Synergis

We are a full-service L&D vendor offering high-quality consulting services at a competitive cost. Our flexible approach delivers customizable solutions tailored to every client's evolving needs, with a priority on building partnerships and driving results.

**Ready to transform your L&D programs? Contact Us:**

[synergishr.com/contact](https://synergishr.com/contact)