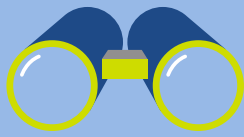


THE OPPORTUNITY



Starting in 1963 in Chicago, Portillo's has grown into an ever-expanding nation-wide phenomenon known for their speedy service, beef, and hot dogs.

Portillo's was looking to further establish their Core Values into their workforce.

THE STRATEGY



Core Values are crucial to the culture of a company. And in a culture as fun and engaging as Portillo's, we knew a normal eLearning just wouldn't cut it.

Thanks to close collaboration with the Portillo's leadership team, we were able to strategize something unique, fresh, and quirky,,, just like Portillo's!

THE RESULT



Five new eLearning modules were created - one for their Mission, and one for each of their four Core Values.

But why just have eLearning when you can have some fun?

Each module includes mini-games inspired by favorites like Memory, Mad Libs, and Space Invaders.

These mini-games, combined with custom animation for each module, helped the Portillo's team not only learn their values, but have a blast doing it!



Custom-branded materials



Custom practice scenario cartoons



Interactive learning games



Mini employee engagement check-in