

**atd** | FORUM

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**Immersive Virtual Reality Experiences:  
Results Delivered by the ATD Forum**



## PARTNERING TO START A REVOLUTION THAT DRIVES IMPACT

In order to deliver packages and documents to every address in North America and Europe, UPS needs to hire thousands of delivery drivers each year. And it needs to train them quickly and consistently.

To help develop the best drivers possible, more than 10 years ago UPS established its Integrad training program, creating nine training facilities in the United States and two internationally.

Each followed the same curriculum. New drivers attend a five-day training course to become safe,

confident drivers who can follow best practices for picking up and delivering packages.

The Integrad training program fulfilled its purpose for many years, but eventually drivers' jobs began to change. They began to entail new services and assignments but needed to remain efficient. The company realized it needed to make its training even better to meet these challenges, which led it to seek cutting-edge improvements.

Ultimately, UPS decided it would bring its driver training into the future with virtual reality (VR). The new technology would allow new drivers to practice handling their iconic brown trucks through challenging obstacles without risking their safety, that of the vehicles, and most importantly, that of the general public.

As it began preparing its VR training, UPS began searching for qualified insights and connections. It turned to the ATD Forum's expertise and knowledge.

UPS started by surveying other Forum companies to learn whether any of them had experience implementing VR training. It connected with two members who could share their expertise and received a recommendation for an outside

expert who would prove key to the project. Ultimately, leaders from UPS's talent development team arranged site visits with their fellow ATD Forum members to see their VR training in action.

With their research done, UPS's talent development leaders were ready to begin experimenting with VR and implementing it into the company's driver training. With full support of leadership, they partnered with UPS's IT team, who would provide technical support for the project.

Design started as talent development began by creating proof-of-concept projects at two Integrad training facilities. Once those proofs showed promise, they moved forward with a full suite of VR training content.

The talent development and IT teams built a virtual experience that would immerse drivers in a hyper-realistic streetscape. Anyone who completed the experience would practice identifying potential road hazards—pedestrians, parked cars, oncoming traffic—using an HTC VIVE headset to get a 360-degree view of what the world looks like from a UPS driver’s seat. Before long, the teams had developed a working prototype.

With a prototype ready, UPS began testing its VR training experience with drivers. The company captured data in a series of alpha and pilot tests, seeing incredible results. Every single user said that the VR added to the learning experience.

However, some challenges remained. For example, nearly a third of pilot participants said that while VR added to their learning experience, they also found it distracting. Why? As an investigation from UPS’s talent development team would uncover, some individuals suffered from mobility issues while in the virtual environment. This and other feedback resulted in many adjustments to the experience, which prepared UPS to roll it out across its entire training organization.

The VR training experience now combines with UPS’s traditional program methods, creating a blended and experiential program. Drivers undergo foundational training, step into VR simulations, and then get behind the wheel of delivery vehicles for further practice.

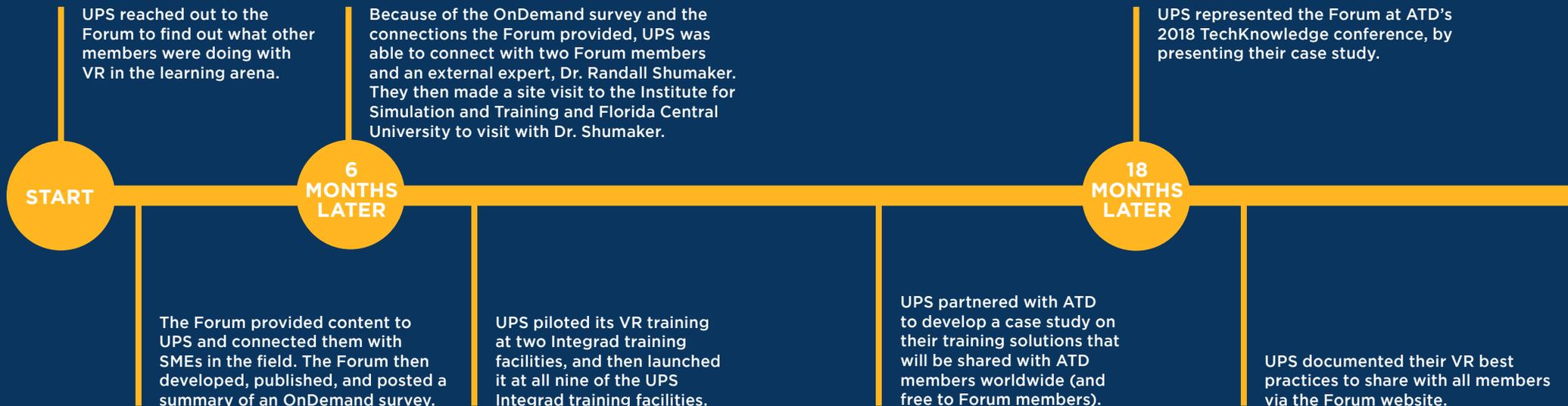
## RESULTS

According to UPS leaders, having a VR experience in new driver training has vastly improved the Integrad program. “It offers a big technological leap in the realm of driver safety training,” says Juan Perez, chief information and engineering officer at UPS. Jeanne Lawrence, the company’s Integrad expansion director, adds, “It complements real-world training in a way that deeply engages our employees.”

UPS’s VR training efforts have enjoyed enough success that the company is ready to expand its use. The technology is used to train only package delivery drivers for now, but UPS plans to use VR and even augmented reality for training tractor trailer drivers and other employees across its operations in the future.



## ATD FORUM IMPACT





## ABOUT THE ATD FORUM

**The ATD Forum** is an exclusive organizational membership for senior talent development leaders, managers, and strategists. Together, we explore the solutions to difficult challenges talent development professionals face every day. As a group, we work comparatively to uncover opportunities and build performance capability. Forum members benefit from the ability to benchmark and network with a diverse mix of award-winning organizations. As an added benefit, this group is vendor-, marketing-, and consultant-free. All discussions are hosted in a confidential environment.

## ATD FORUM MEMBERSHIP BENEFITS



### **Consultative Concierge Service**

Includes four opportunities a year to request premium curated content from ATD and the ability to poll other Forum members to address some of the most pressing challenges for your organization. Easily gain valuable, credible information and data from other Forum member organizations.



### **ATD Forum Labs**

Immerse yourself into how talent development is run at some of the world's most reputable companies. These interactive, peer-based learning workshops, hosted at member company facilities, are designed to help attendees network and benchmark to learn how to tackle critical industry challenges. Receive complimentary registrations to two domestic events.



### **Confidential Networking**

Members have a variety of outlets to network with subject matter experts and peers from leading organizations. You can connect directly in person and online. Candid discussions and sharing take place in an environment that is free from suppliers, selling, and marketing.



### **Registrations to ATD Events**

Stay current with four complimentary registrations to use for the ATD International Conference & Exposition, our TechKnowledge Conference, or for any of ATD's virtual or in-person education programs.



### **Exclusive Online Virtual Events**

Known as ConnectSparks, these thought leader sessions provide interactive discussions to trigger ideas on a variety of critical topics that are most relevant to members.



### **ATD Professional Plus Memberships and Discounts**

Receive two ATD Professional Plus memberships, which give you access to all ATD membership benefits and full engagement in the ATD community. Additionally, receive a 10 percent discount on member pricing on ATD Store purchases and on Job Bank postings.



### **Registrations to ATD Global Events**

Allow your global colleagues to leverage the value of ATD's events around the world. Two complimentary registrations to select global events included in membership.



### **BEST Awards Application**

Forum membership includes a complimentary application for the ATD BEST Awards.



### **Exclusive Content on Members-Only Community Website**

Access content developed exclusively for Forum members. Content includes toolkits, templates, on-demand videos, poll data, summaries, and key lessons learned. Additionally, a case study library is available with the latest best practices and resources from member companies (including ATD Research's case studies).



### **State of the Industry**

Receive a complimentary copy of ATD's annual *State of the Industry* research report (\$499 value), which details workplace talent development trends.

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## **APPLY TO BECOME A MEMBER**

**Build organizational capabilities and enhance your business results by connecting, collaborating, and sharing with award-winning companies.**

**Visit [www.td.org/Forum](http://www.td.org/Forum) for more information.**

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## **WHY YOUR PEERS JOIN THE ATD FORUM**

**“To have access to innovative content and facilitator approaches. The Forum keeps it fresh. There is always something new, always something different; we are always learning and innovating, so I always feel like if I hadn't joined I would be missing out.”**

– Sandi Maxey, Senior Vice President, Manager, Learning and Professional Development, Sandy Spring Bank

**“Being a Forum member is an accelerant for driving performance—performance of the individual and the organization—and allows us to fulfill that role much better.”**

—Graham Johnston, Talent Development Leader, Deloitte

# FORUM MEMBERSHIP ROSTER

As of June 2020

**“ Given the cost savings that I have attained and the experiences that I have gained in the ATD Forum, I’ve actually received more professional development from my Forum colleagues than I have internally. It’s not because the people I work with aren’t valuable and great at what they do, it’s just that the Forum presents such a diverse mindset and mentality, which allows me to gain information from others in a completely different way. I would say that one of the things it’s helped me to do is introduce new tools and techniques to my company that I was unaware of before. Without having to do an overabundance of research, and having the things already validated by people I trust.**

—Alissa Weiher, Director, Talent Development, Cochlear

AAA – The Auto Club Group	Gant Travel	Rice University
Accenture	Grainger	Rush Enterprises
American Airlines	Hewlett Packard Enterprise	Samsung Electronics
American Express	Hilti	Sandy Spring Bank
Asurion	Hitachi Vantara	Service Express
Bank of Montreal Financial Group	Honeywell International	Siemens
Barilla	IBM	Social Security Administration
Booz Allen Hamilton	Intermountain Healthcare	Synchrony
Bridgestone	Johnsonville Sausage	T. Rowe Price
Cisco Meraki	Kohler	Tableau Software
Cochlear	Leggett & Platt	Tennessee Valley Authority
Comcast	NBCUniversal	The Boeing Company
Consumers Energy	North Highland	Trane Technologies
CPS Energy	NXP Semiconductors	TransUnion
Defense Acquisition University	Open Systems Healthcare	UPS
Defense Finance & Accounting Service	PeaceHealth	US LBM Holdings
Defense Intelligence Agency	Pfizer	US Senate
Deloitte	Physician Assistant Education Association	Wagstaff
Delta Air Lines	Pitney Bowes	Walmart
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