

Case Study



Client: Canada Mortgage and Housing Corporation
Services: Executive and Housing Analyst Media Training
Languages: English and French
Duration: 2005-2012
Website: www.cmhc-schl.gc.ca

Challenge

Recognizing the need to provide Canadians with up-to-date information on market conditions and the Corporation's own activities, CMHC has contracted with Delta Media between 2005 and 2012 to develop and deliver a series of customized one- and half-day media spokesperson training sessions for housing analysts, regional communications staff and head office executives. As Canada's national housing agency, the Canada Mortgage and Housing Corporation is one of the Government of Canada's most decentralized Crown corporations and a leading player in the mortgage insurance business in Canada. It generates significant revenues that are used to fund research and to further its work with community organizations, the private sector, non-profit agencies and all levels of government to help create innovative solutions to today's housing challenges.

Project

A series of more than two dozen different media spokesperson workshops were developed for delivery at CMHC offices in eight cities across Canada and at Delta Media's own downtown Ottawa training facility. In half- and one-day training sessions delivered in English, French and bilingual formats, training was delivered for more than 90 CMHC employees ranging from regional housing analysts and communications officers to the Corporation's vice presidents, including all but three members of the senior management team.

By combining lecture-demonstrations with practical exercises, including message development modules and on-camera interviews immediately followed by their playback and constructive critique, Delta Media was able to train all staff in just under 30 sessions. Upon completion of the sessions, Delta Media's instructors provided the client contact with detailed evaluations of each employee's performance, including an assessment of each trainee's readiness for real-world media encounters.



Results

CMHC remains one of the most respected voices in the housing industry and their spokespersons are sought daily for comment by media across Canada and internationally. On the strength of feedback on Delta Media's first flight of seven training sessions for 35 housing analysts in 2005, our team was invited back in 2006 to deliver training for senior executives, regional communications staff and other CMHC employees. We were re-engaged in 2011. Since 2005, our work with CMHC has since expanded to encompass other types of training programs including customized "train-the-trainer" workshops on business-to-business marketing and creative problem-solving.