The National Association for Stock Car Auto Racing (NASCAR) is a sanctioning body for stock car racing with an extensive brand portfolio including the NASCAR Sprint Cup Series, NASCAR XFINITY Series and the NASCAR Camping World Truck Series. The K&N Series and the Whelen Modified Tours serve as a training ground for up-and-coming drivers. In addition, the International Motor Sports Association (IMSA), a company within the NASCAR family, is the sanctioning body of the WeatherTech SportsCar Championship, the premier sports car racing series in North America. The organization also has a presence in Canada (NASCAR Pinty’s Series), Mexico (NASCAR Mexico Series) and Europe (NASCAR Whelen Euro Series).

As with any company with international ties, language barriers are to be expected. Couple that with fast cars where mechanical problems are expected, members of the learning and development team have their work cut out for them. NASCAR employees are continuously encouraged to grow through multiple means; including challenging job assignments, team projects and workplace training. To help employees continuously learn, grow and accelerate, NASCAR offers a hybrid of self-paced and traditional classroom learning programs. The company believes that learning is the key to keeping NASCAR in “victory lane.”

In early 2016, NASCAR introduced its Home Tracks Online Training Program to equip newly hired officials with the tools needed to accurately conduct vehicle inspections in accordance with rulebooks and regulations. NASCAR’s Training and Development team partnered with NASCAR Competition subject matter experts when designing and implementing the new training program which targets nearly 100 NASCAR Home Tracks across North America. Before implementation, there was limited standard training available on a national level to new officials entering the sport and there wasn’t a tool in place to gauge knowledge and understanding of race rulebooks.

To address the challenge, NASCAR implemented e-learning modules in a learning management system to give newly hired officials the opportunity and resources they needed to learn the rulebooks at their own speed. The Training and Development team worked with subject matter experts to develop detailed e-learning modules that covered various topics including inspections. All of this was supplemented with the use of Intellium’s Tribe Social, a social learning tool that provides tracks and a platform for head technology officials a private and secure communication tool without the distractions and security issues of public websites.

The success of Home Tracks Online Training Program is measured in three areas: participation, efficiency and learning. Within three months, more than 20 percent of NASCAR Home Tracks employees enrolled in the program. Results found that due to the technology-mediated nature of e-learning modules, the program greatly reduced the need for hands-on training freeing up more time for both participants and supervisors. The program exceeds testing and reporting capabilities making it possible to gauge participants’ understanding for on-the-job decision-making and performance, which is especially important when working with heavy machinery.

NASCAR continues to develop training that is in the “Victory Lane!”

NASCAR is a three-time Learning! 100 award winner.

Pictured: Karen Masencup, Director, Training & Development, NASCAR

NASCAR WINS IN MORE THAN THE LEARNING! 100:

AREA OF ★ PERFORMANCE ★ EXCELLENCE

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