realprojects

Case Study

LATITUDELEARNING

Real Projects: Building Scalable Global Learning Through Production Thinking, Localization, and Intelligent Learning Design

Overview

Many organizations approach digital learning by asking how quickly they can create more content. Real Projects approaches the challenge differently. The organization asks how learning can be produced consistently, localized effectively, organized intelligently, and maintained at scale without compromising quality.

That distinction defines the company's philosophy.

Over more than two decades, Real Projects has evolved into a specialist in multilingual digital learning, helping organizations transform complex subject matter into engaging online learning experiences. While artificial intelligence has accelerated many aspects of content development, the company's methodology demonstrates that sustainable learning success depends less on technology itself and more on the processes that surround it. AI may accelerate production, but production discipline determines whether learning remains accurate, consistent, and valuable as organizations scale.

This philosophy has become increasingly relevant as organizations expand internationally and support employees working across multiple languages and cultures. Delivering learning globally is no longer simply a matter of translating English courses into another language. It requires careful localization, consistent quality standards, structured metadata, intelligent organization of learning assets, and repeatable production processes that allow content to grow without introducing inconsistency.

Rather than treating these disciplines as independent activities, Real Projects integrates them into a unified development methodology where instructional quality, localization, production efficiency, and learner accessibility reinforce one another. The result is an approach that views

learning as a long-term knowledge system rather than a collection of individual courses.

Background

Real Projects was not created from a detailed business plan. It developed through experience, adaptation, and a willingness to continually refine its direction.

The business began after its founder experienced multiple redundancies while working in multimedia and digital media before accepting a role supporting business improvement within the North Sea oil and gas industry. When traditional employment opportunities became increasingly limited, the decision was made to establish an independent business focused on delivering digital services.

Initially, that meant accepting almost every type of digital project available. Website development, multimedia production, custom applications, project management, intranets, and eLearning all became part of the company's early portfolio. Like many technology businesses in their formative years, Real Projects explored numerous opportunities before identifying where it could provide the greatest long-term value.

As the organization matured, a significant shift occurred.

Instead of continuing to divide resources across multiple digital disciplines, the company intentionally narrowed its focus to learning. Walking away from profitable web development projects was not an easy decision, but concentrating on one area allowed employees to deepen their expertise while giving the organization a clearer strategic direction. Rather than becoming known for many different digital services, Real Projects chose to become recognized for creating high-quality digital learning experiences.

Equally influential was the experience gained outside the learning industry.

Time spent working in manufacturing and operational environments introduced concepts rarely associated with instructional design, including version control, project costing, production planning, repeatable workflows,

quality assurance, and measurable operational performance. Those lessons fundamentally shaped how Real Projects approached learning development.

Instead of viewing eLearning solely as a creative discipline, the organization began treating content production much like a manufacturing process. Creative thinking remained essential, but creativity alone could not support large-scale learning production. Every stage needed to be repeatable, measurable, auditable, and capable of maintaining quality regardless of volume.

That operational mindset continues to influence the company's work today, particularly as artificial intelligence enables organizations to produce learning at unprecedented speed. Rather than asking how quickly AI can generate content, Real Projects first asks whether the production system surrounding that technology is capable of maintaining quality as output increases.

Clients

The organizations served by Real Projects share a common challenge.

They must provide consistent learning experiences to workforces operating across multiple countries, cultures, and languages while maintaining common business standards.

For many of these organizations, English serves as the primary business language. However, as workforces become increasingly global, leaders recognize that understanding a second language is not the same as learning effectively within it. Employees may successfully complete training delivered in English while still absorbing information more naturally when it is presented in their native language.

This realization has significantly influenced client expectations.

Organizations increasingly seek learning providers capable of supporting multilingual workforces through localized rather than simply translated content. Their requirements frequently include compliance education, cybersecurity awareness, workplace safety, professional development,

artificial intelligence, leadership development, and other business-critical learning topics that require consistent delivery regardless of geographic location.

To meet these needs, Real Projects has developed an off-the-shelf learning library containing more than 800 courses available across nine languages, including German, French, Italian, Brazilian Portuguese, Latin American Spanish, Indonesian, Thai, and Vietnamese. The expansion into additional languages reflects growing demand from organizations seeking learning that better supports the diversity of today's workforce.

Rather than viewing multilingual learning as a specialist service, many clients now consider it an operational necessity. As organizations recruit talent internationally and establish offices around the world, providing learning that reflects local language and culture has become an increasingly important component of employee development and organizational performance.

Client Goals

Although organizations engage Real Projects for a variety of learning initiatives, their objectives are remarkably consistent.

First, they want learning that creates measurable business value rather than simply satisfying compliance requirements. Organizations increasingly recognize that training should influence workplace performance, improve decision making, strengthen cybersecurity awareness, and support operational consistency across geographically dispersed teams.

Second, they want learning that scales.

Producing hundreds of courses across multiple languages introduces significant operational complexity. Maintaining version control, ensuring consistency, managing updates, coordinating translators, reviewing technical terminology, and preserving instructional quality become increasingly difficult as learning libraries expand. Clients therefore seek production methodologies capable of supporting growth without introducing unnecessary risk.

Third, organizations are looking for quality.

One of the strongest themes emerging from the Real Projects methodology is that localization should never be confused with translation. While automated translation tools can rapidly convert content between languages, effective learning requires considerably more attention.

Terminology must reflect local conventions.

Graphics often require modification.

Abbreviations may change entirely between languages.

Audio, tone, typography, sentence structure, and cultural references frequently require adaptation before learning feels natural to native speakers.

Examples shared by the organization illustrate these challenges clearly. Artificial intelligence is commonly abbreviated as "AI" in English, while German learners typically expect "KI." Cybersecurity terminology also presents unique challenges, where literal translation can unintentionally alter technical meaning. These seemingly small details significantly influence how learners perceive both the quality and credibility of training materials.

For clients, the objective extends well beyond language accuracy. They seek learning experiences that communicate professionalism, demonstrate respect for diverse workforces, and help employees engage with complex information as naturally as possible.

Learner Focus and Key Challenges

Real Projects supports organizations whose employees work across languages, cultures, and international business environments. Even when learners speak English well, complex concepts are often easier to understand and apply in their primary language. This is especially important in regulated or technical settings where terminology can affect performance, compliance, and safety.

The organization therefore adapts learning to the learner rather than expecting every learner to adapt to English-language content. Effective localization includes terminology, narration, graphics, tone, and cultural context, not simply translated words. It also begins with well-written source content. By avoiding colloquialisms, regional expressions, and culturally specific phrases, Real Projects creates materials that can be localized more accurately without losing their original meaning.

One of the organization's greatest challenges is balancing production speed with quality. Artificial intelligence can generate and translate content quickly, but automation alone may introduce inaccurate terminology, inappropriate tone, or inconsistent language. Real Projects addresses this risk through structured production workflows that combine AI with native-language review and quality assurance.

Scaling multilingual learning also introduces operational complexity. As libraries grow across hundreds of courses and multiple languages, version control, reviews, updates, and production scheduling become increasingly difficult. Real Projects applies manufacturing principles to make each stage repeatable, measurable, and auditable. After validating its process, the organization was able to localize approximately 500 courses in four months without abandoning its quality controls.

The quality of the original content remains equally important. AI cannot correct weak source material simply by processing it faster. Clear writing standards provide the foundation for accurate localization, reinforcing the principle that effective automation begins with strong inputs.

Real Projects also applies AI to metadata and taxonomy, helping classify learning assets more consistently. Better organization improves search results, content discovery, and the potential for meaningful personalization.

Finally, the organization takes a contextual view of learning analytics. Completion rates and other individual measures may reveal little on their own, but when combined with search activity, technical data, and learner behavior, they can identify content problems, infrastructure issues, and emerging learning needs. The goal is not merely to report past activity, but to use data to continuously improve future learning.

Best Practices and Learning Theory

Real Projects combines established learning principles with disciplined production processes and carefully integrated technology. Its approach emphasizes clear language, practical relevance, and content that learners can understand and apply without unnecessary complexity.

Localization supports these adult learning principles by replacing literal translation with familiar terminology, appropriate tone, and culturally relevant communication. This reduces linguistic barriers and helps learners focus on the content itself.

Production discipline is equally important. Standardized workflows, version control, quality checkpoints, human review, and repeatable processes allow learning quality to remain consistent across hundreds of assets and multiple languages. Real Projects demonstrates that creativity and operational structure are not competing priorities. Both are necessary for scalable learning.

Artificial intelligence is used as a production accelerator rather than a replacement for learning professionals. Native-language reviewers validate AI output, refine terminology, assess tone, and confirm cultural appropriateness before content is published. This allows automation to improve efficiency while preserving human judgment and quality.

The organization also strengthens knowledge management through metadata, taxonomy, search behavior, and analytics. Consistent organization improves content discovery, personalization, and insight into learner needs.

These practices align with Stage 1 and Stage 2, Knowledge Acquisition, of the LatitudeLearning Training Program Roadmap. Accurate content, structured metadata, thoughtful localization, and accessible organization all help learners find, understand, and apply knowledge more effectively.

Results and Impact

The Real Projects approach demonstrates that meaningful learning outcomes are achieved not simply by producing more content, but by creating better systems for developing, organizing, and maintaining knowledge over time. Throughout its evolution, the organization has focused on building production processes capable of supporting long-term scalability while preserving instructional quality.

One of the most visible examples of this approach is the growth of its multilingual learning library. Today, Real Projects offers more than 800 off-the-shelf learning courses available across nine languages, including German, French, Italian, Brazilian Portuguese, Latin American Spanish, Indonesian, Thai, and Vietnamese. Rather than expanding languages solely to increase market reach, the organization has positioned multilingual learning as a way to improve learner accessibility and organizational consistency across increasingly global workforces.

The organization's production methodology has also demonstrated significant operational scalability. During one major localization initiative, approximately 500 courses were successfully localized within a four-month period. Importantly, this acceleration did not occur simply because artificial intelligence was introduced into the workflow. The production process itself was designed, tested, refined, and validated before large-scale production began. By ensuring quality at every stage of development, the organization avoided the common challenge of rapidly scaling inconsistent or inaccurate content.

That experience reinforces one of the central themes throughout the Real Projects methodology. Scaling an inefficient process simply increases the number of problems an organization must eventually correct. Building a reliable process first allows quality to scale alongside production rather than becoming a casualty of growth.

The impact of this philosophy extends beyond localization.

The organization's investment in structured metadata and consistent taxonomy has created stronger foundations for learner search, content discovery, and future personalization. Rather than relying on learners to

navigate increasingly complex libraries manually, organized learning assets become easier to locate, easier to recommend, and more likely to support the right learner at the right time.

Equally important is the organization's perspective on analytics. Rather than treating learning data as static reports generated after training concludes, Real Projects views learner interactions, search behavior, completion patterns, and operational metrics as opportunities for continuous improvement. Every interaction becomes another source of information that can help improve learning quality, identify business challenges, and strengthen future learning experiences.

Perhaps the most significant outcome is less tangible but equally valuable.

Real Projects demonstrates that artificial intelligence does not diminish the importance of instructional expertise. Instead, AI allows learning professionals to spend less time performing repetitive production activities and more time improving learning quality, refining instructional content, and ensuring learners receive experiences that are accurate, engaging, and culturally appropriate.

Rather than replacing people, technology amplifies their expertise.

That balance between innovation and disciplined execution has become one of the defining characteristics of the Real Projects methodology.

Conclusion

The rapid evolution of artificial intelligence has prompted many organizations to reconsider how learning is created, delivered, and maintained. Real Projects offers an important perspective within that conversation by demonstrating that technology alone is rarely the determining factor behind successful learning programs.

Instead, lasting success begins with disciplined production processes.

Throughout its evolution, the organization has combined structured workflows, rigorous quality assurance, thoughtful localization, consistent metadata, intelligent taxonomy, and carefully integrated artificial

intelligence into a learning methodology designed for long-term scalability. Each component reinforces the others, creating an ecosystem where quality remains consistent even as learning libraries expand across languages, cultures, and business environments.

One of the most valuable lessons emerging from this case study is that scalability should never be pursued before consistency. Repeatable processes, standardized writing practices, and structured quality controls provide the foundation upon which automation can safely accelerate production. Without that foundation, increasing speed simply multiplies inconsistencies.

Equally important is the organization's recognition that learning extends far beyond content creation. Metadata, search behavior, learner analytics, and taxonomy all influence how effectively learners discover, engage with, and apply knowledge. By improving the architecture surrounding learning rather than focusing solely on individual courses, Real Projects demonstrates how organizations can create learning ecosystems that continue improving over time.

The methodology also reinforces many of the principles found within modern adult learning theory. Learners benefit from clear communication, relevant content, reduced cognitive barriers, and information organized around practical application. Technology enhances those principles when it supports instructional quality rather than attempting to replace it.

For learning leaders navigating an increasingly AI-driven future, Real Projects provides a practical model for balancing innovation with discipline. Artificial intelligence can dramatically improve efficiency, but sustainable learning success still depends on thoughtful design, experienced professionals, well-managed production systems, and an unwavering commitment to quality.

Ultimately, the organization's greatest contribution may not be its multilingual course library or its use of AI. It is the demonstration that scalable learning is built through intentional systems that allow knowledge, quality, and learner experience to grow together.

For more information on Real Projects, visit their website
- https://realprojects.co.uk/