Creating a Blueprint for Engaging Training Programs

Odette Santiago-Elmer

"Always strive to learn something new on a daily basis" ~ Juanita Gonzalez

"Technology is everywhere. It touches every part of our lives – home, work, community" ~ unknown

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Creating a Blueprint for Engaging Training Programs
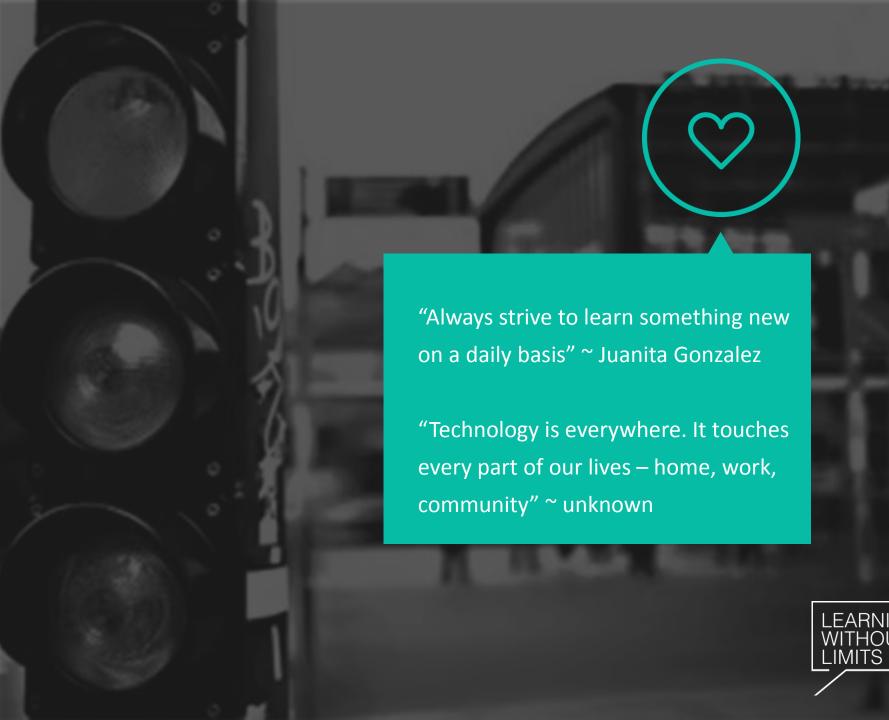
Current Challenges – Target Populations

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2015
2.7 minutes

National Center for Biotechnology Information, U.S National Library of Medicine, The Associated Press.
Http://www.statisticbrain.com/attention-span-statistics; April 2nd 2015

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Current Challenges – Organizational

- Limited funds

- Workforce reductions requiring highly-skilled workforce

- New Business Initiatives – What is relevant?

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Targeting Learning

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Planning Process

- Any training program starts with an idea or problem to solve

- Target Audience - **Internal**

  - Job function - What are the skills people in a specific position must have?

  - Who is responsible for identifying the required training? Human Resource Department, Marketing Strategy, Line Supervisors?

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Planning – External Audience

- Target Audience - **External**

  - **Partner or Vendor?**
    - What is in there for me?
    - How do I benefit from completing this program?

  - **Profit Center?**
    - What is in there for me?
    - How do I benefit from completing this program?

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✓ Time is valuable.

- Develop or enhanced skills
- What are you trying to solve?

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✓ Quantity vs. Quality –

- Engaging content starts with "focus" instructional design

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Know Your Audience

- ✓ Line of work

- ✓ Work environment

- ✓ Always target the lowest common denominator **not** your experts

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Creating a Blueprint for Engaging Training Programs

When designing/creating content:

1. Identify Course Goal –
   - Why they need to learn this concept
   - Keep it simple; One topic

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2. What is the scenario we are trying to solve?
   - Is it achievable?
   - Is it realistic?

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3. What tools/resources can I access?
   - SMEs (Subject Matter Experts)
   - Research, charts, quotes
   - Technology – Authoring tools

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3. What tools/resources can I access?
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4. How users will access this content?
   - Via Classroom or Self-paced (using technology)
   - Training Assets: tutorials, videos, standard-compliant courses, web conferencing solutions

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5. How am I going to measure mine and users investment?

- Evaluate your solutions

- Methods to consider
  - Observation
  - Questionnaire
  - Interview
  - Statistical Data

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Branding and Communicating Your Plan

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Branding and Communicating Your Plan

- How the training is going to impact business?

- How much a new training program can contribute to the revenue stream and decrease corporate costs?

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Branding and Communicating Your Plan

- Align training initiatives to corporate objectives

  - Show how each designed training asset links to specific core objectives

- Address real business challenges

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Branding and Communicating Your Plan

- Measure impact of training on business.

  - *According to a study published on CLO Magazine, 47% of companies rarely measured the impact of workforce development on productivity.*

- Increase training value using new technologies

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Putting It
All Together

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Putting It All Together

- New Equipment – Manufacturing Environment

	Sales (Vendor)	Equipment Technician
Goal	Enable sales staff with the necessary knowledge to sell the equipment. - Essential information - Equipment operation - Selling strategies	Enable technicians with the necessary knowledge to operate equipment. - Equipment operation - Equipment maintenance - Safety guidelines - On-the-Job-Training
Key Resources	Engineers	Vendor Information
Content Resources	Subject Matter Experts (SMEs) Instructional/Content Designer Authoring Tools	System Documentation
Learning Assets	Self-paced content – video, collaterals	Self-paced content On-the-Job Training Assessment
Measure	Number of sales – target number	Production increase Minimal Rejects Increase product sales

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- **Know your corporate objectives**

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Creating a Blueprint for Engaging Training Programs

- Know your corporate objectives
- **Learn about your target population**

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Creating a Blueprint for Engaging Training Programs

- Know your corporate objectives
- Learn about your target population
- **Identify restrictions**

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Creating a Blueprint for Engaging Training Programs

- Know your corporate objectives

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- **Work with your subject matter experts to identify your development plan.**

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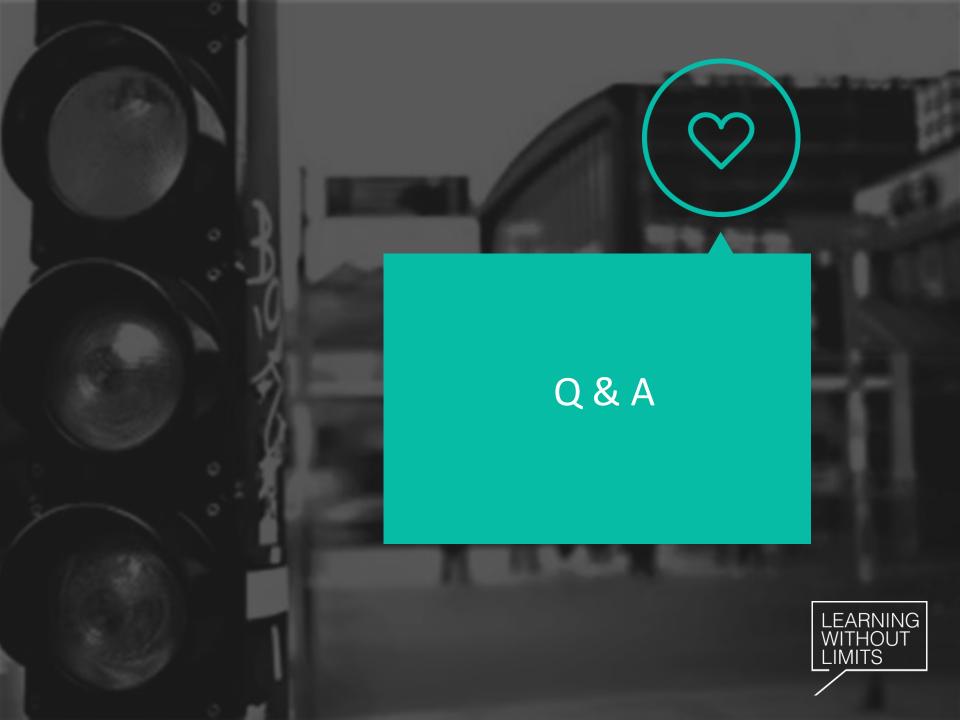# Creating a Blueprint for Engaging Training Programs

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- **Develop your content – keep it simple**

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- Work with your subject matter experts to identify your development plan.

- Develop your content – keep it simple

- **Measure the investment against corporate objectives – Show the ROI**

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Q & A

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