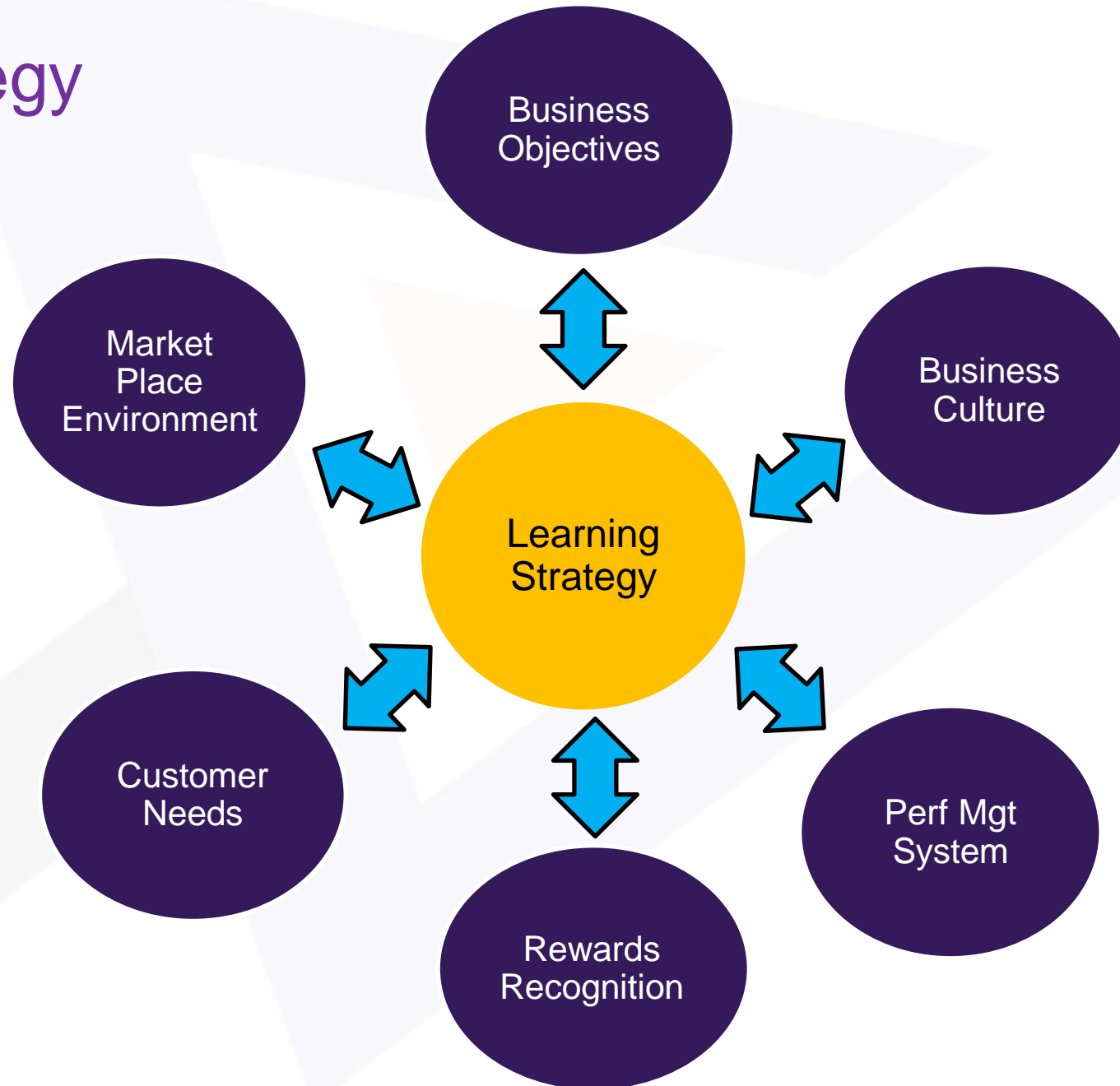




Instructional Design Process

Education Strategy- Example

Learning Strategy



Strategy Summary

Develop a **phased** approach to customer engagement at XYZ Company
aligned to business metrics:

Customer Satisfaction • Operational Costs • Business Revenue

Leverage breadth of multi generational personnel/skills to influence business metrics and deliver superior customer care.

FOCUS

Proper resourcing;
employee engagement

- ▶ Criteria
- ▶ Pilots
- ▶ Content creation
- ▶ Technology
- ▶ Aligned to objectives, metrics

INTEGRATE

Awareness, measure, align

- ▶ Performance measurements
- ▶ Engagement metrics
- ▶ Transparency
- ▶ All processes
- ▶ Senior management

COLLABORATE

Maximize
opportunities; sustain

- ▶ Educational programs
- ▶ Continuum content creation
- ▶ Social media
- ▶ Research
- ▶ On going metrics

Example: Instructional Design Process to Improve Customer Engagement

Evaluate

- ▶ Create sponsor team – team will hear design ideas, offer feedback, determine budget and ensure alignment within management
- ▶ Form multi generation core team
- ▶ Understand skills of each core team member
- ▶ Choose 1 to 2 areas (processes and/or services) to focus on for improvement– based on existing metrics, one area that has scored poorly and one that is satisfactory
- ▶ Align choices to key metric(s)
- ▶ Understand challenges each core team member has with current processes/services
- ▶ Share ideas each core team member has in regards to identified processes and services
- ▶ Understand budget for skill development and possible technology additions
- ▶ Determine what will change/improve with education strategy/skill development
- ▶ Conduct needs assessment with potential customers and learners – what is good with current identified processes/services, what needs to improve, what is desired that doesn't exist
- ▶ Determine platforms available for education delivery with learners and patients

Design

- ▶ Research best practices in identified processes/services
- ▶ List goals and objectives for new education strategy/skill development
- ▶ Determine with core team how skills will be measured – what will success look like and what behaviors will change
- ▶ Discuss how learners will be measured – incorporate customer measurement goals too
- ▶ Determine multiple delivery methods for content, skill development – customers and learners
- ▶ Design 2 to 3 sample learning pathways including awareness building, cognitive information, skill development, best practice sharing and continuous learning – determine high level costs
- ▶ Share designs with selected customers, gather feedback
- ▶ Share designs with selected internal employees, gather feedback
- ▶ Refine initial designs based on feedback from customers and internal employees
- ▶ Share designs with sponsor team, gather feedback

Develop

- ▶ Develop prototypes and/or storyboards to show details of chosen design elements
- ▶ Share prototype with sponsor team, internal employees and customers
- ▶ Update prototypes based on feedback
- ▶ Determine final costs
- ▶ Pursue final development of design elements
- ▶ Finalize metrics and measurement process
- ▶ Discuss integration of education strategy and skill development resources – timeline, when to train whom, introduction of technology (if applicable)
- ▶ Develop facilitation guides/instruction manuals
- ▶ Meet with identified leadership to ensure alignment
- ▶ Determine education strategy/skill development ambassadors
- ▶ Train instructors, if applicable
- ▶ Launch and analyze effectiveness over 2 to 3 months, make improvements based on trended feedback and metrics
- ▶ Ensure continuous learning based on design element and ambassadors

Education Strategy Key Components



Customer Centered



Key Foci with Pilots



Skill Development



Multiple Delivery Platforms



Best Practice Sharing



Repetition