process

Whitney Eldridge

Overview

DEVELOPMENT PROCESS

Objective: After viewing this presentation, viewers will be able to summarize Whitney Eldridge's development process, including the 4 main phases and potential deliverables in each phase.
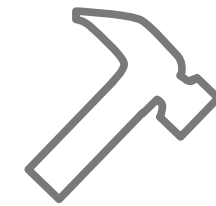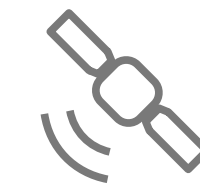
Duration: 15 - 30 min

4 Phase

Process

• Discover   • Design   • Develop   • Deploy
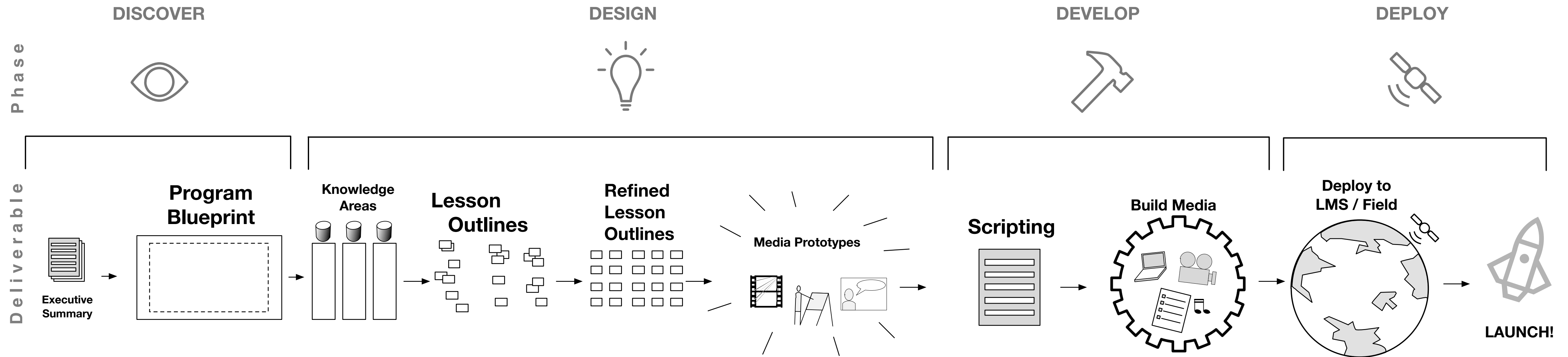
My process for developing training has four main phases: Discover, Design, Develop and Deploy. This process can be applied to large scale blended learning solutions, web based, or instructor led training. This is similar to the ADDIE model.

4 Phase
Process

Phase

| DISCOVER | DESIGN | DEVELOP | DEPLOY |

Deliverable

Executive Summary

Program Blueprint

Knowledge Areas

Lesson Outlines

Refined Lesson Outlines

Media Prototypes

Scripting

Build Media

Deploy to LMS / Field

LAUNCH!

This flowchart depicts the phases and types of output from each phase. Between the phases I hold review sessions to obtain feedback and approval from stakeholders before moving on.

Discover

Discover

Phase 1

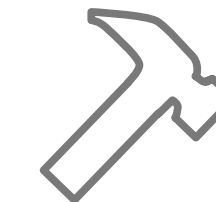DISCOVER   DESIGN   DEVELOP   DEPLOY

Program Blueprint

Executive Summary

In the Discover or needs analysis phase, I work with stakeholders and project sponsors confirming business objectives and high level goals for the project.
Deliverables include an approved executive summary, project charter, or program blueprint.
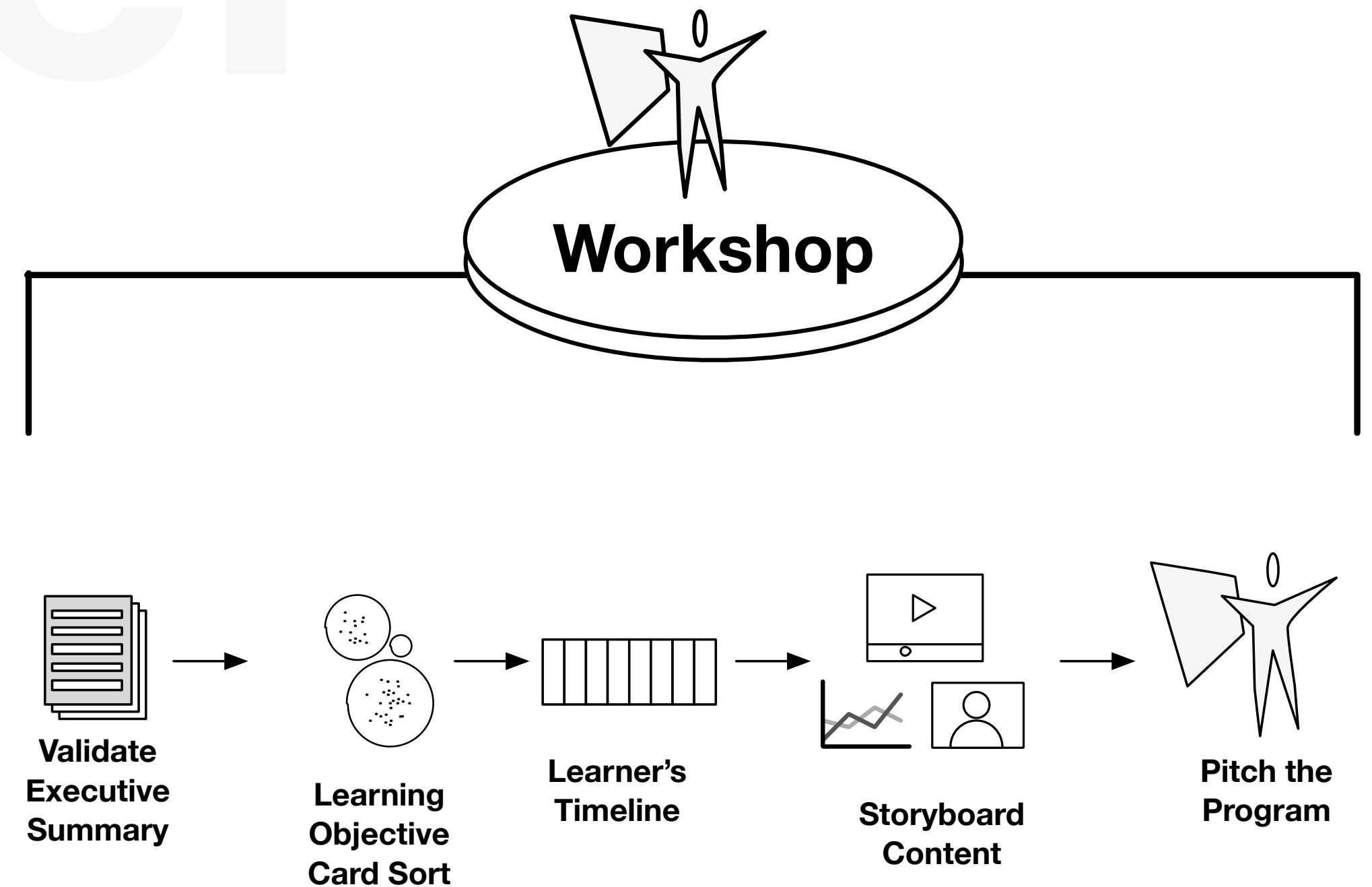
Discover

Deliverable: Curriculum Discovery Workshop
Facilitate an in-person workshop with stakeholders to develop a training program blueprint.
Activities are chosen to build consensus around learning objectives groupings, sequence of information, themes and possible media or activity types.

Workshop

Validate Executive Summary → Learning Objective Card Sort → Learner's Timeline → Storyboard Content → Pitch the Program

Discover

Deliverable: Learning Objectives Card Sort
Here I work with stakeholders organizing learning objectives into larger categories. We are looking for patterns and metaphors for grouping the information thematically.

Phase 1

Discover

Deliverable: Learner Timeline

We then sequence the learning objectives along a timeline. Questions I ask: what business needs and objectives must be met immediately? How can we layer information so its easier to digest?
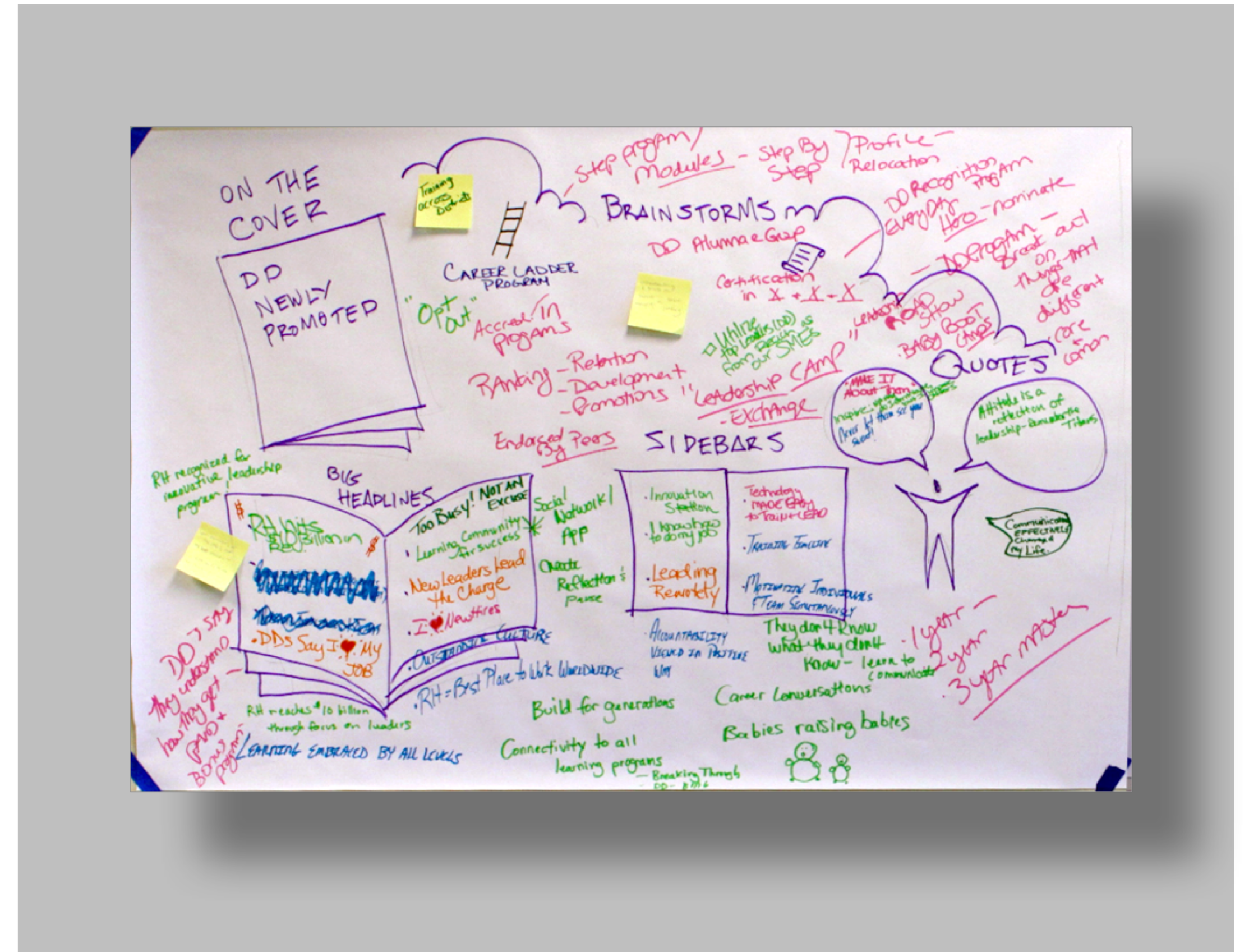
Discover

Deliverable: Shared Vision Activity
This is a group storyboarding exercise where we collaborate on a poster for the project. We are trying to activate the team's creativity, and get down as many ideas as quickly as possible without judgement.
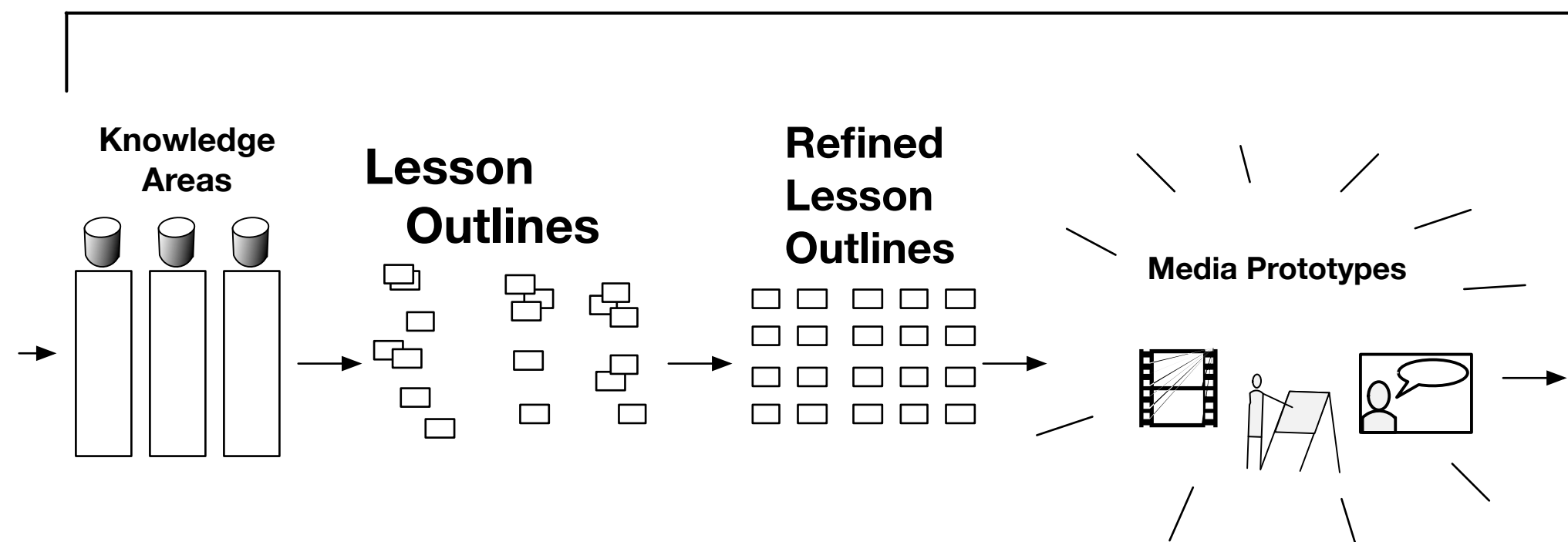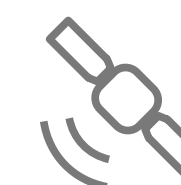
Process

Design

| DISCOVER | DESIGN | DEVELOP | DEPLOY |

Knowledge Areas → **Lesson Outlines** → **Refined Lesson Outlines** → **Media Prototypes** →

In this phase, I work with stakeholders and subject matter experts determining lesson outlines, learning objectives, and information architecture.
Deliverables here include learner or customer map, user flows, script outlines, storyboards, wireframes, and prototypes.
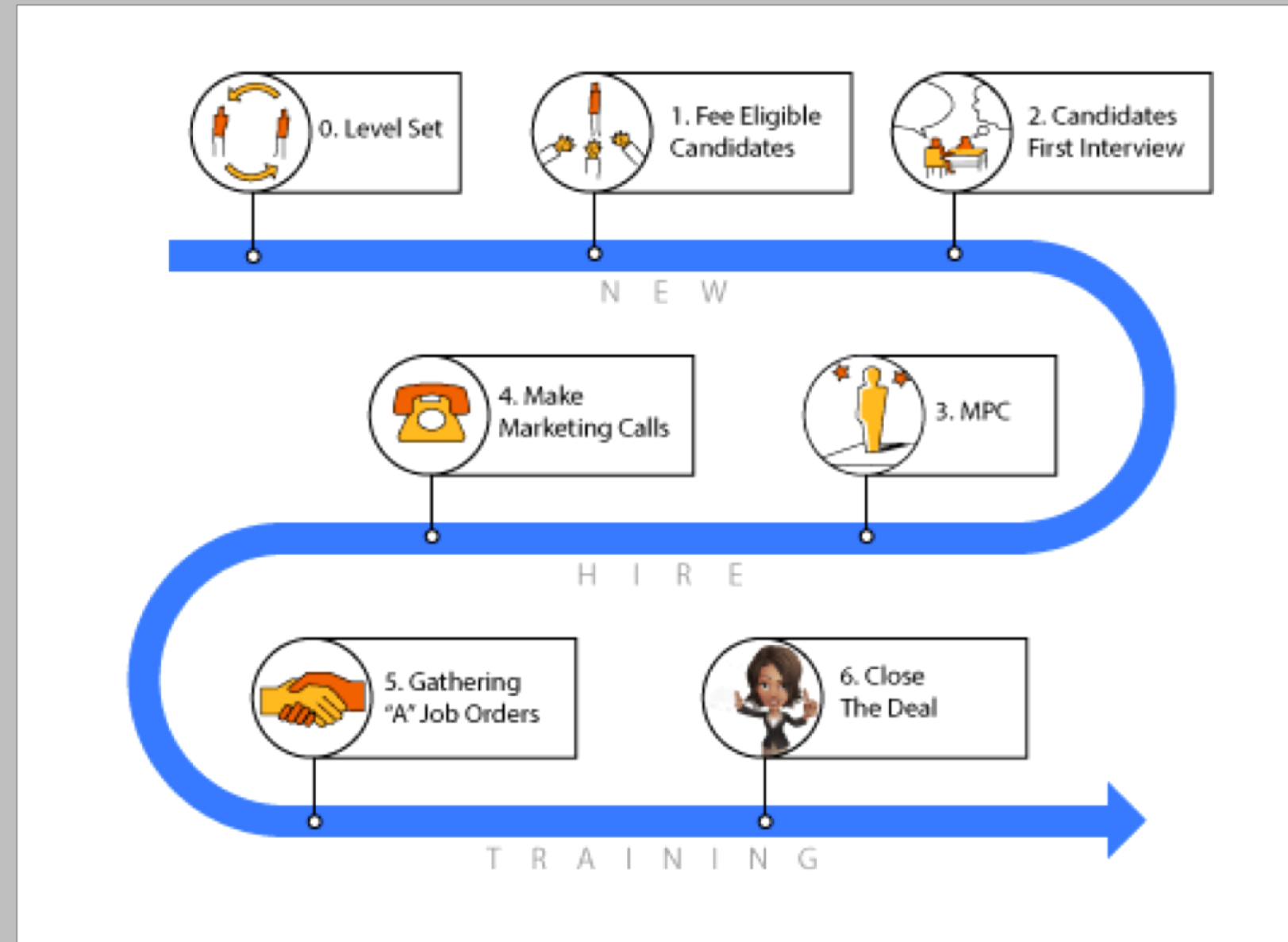
Process

Design

Deliverable: Program Map
This is a great way to give
learners a sense of where they
are at any given moment.
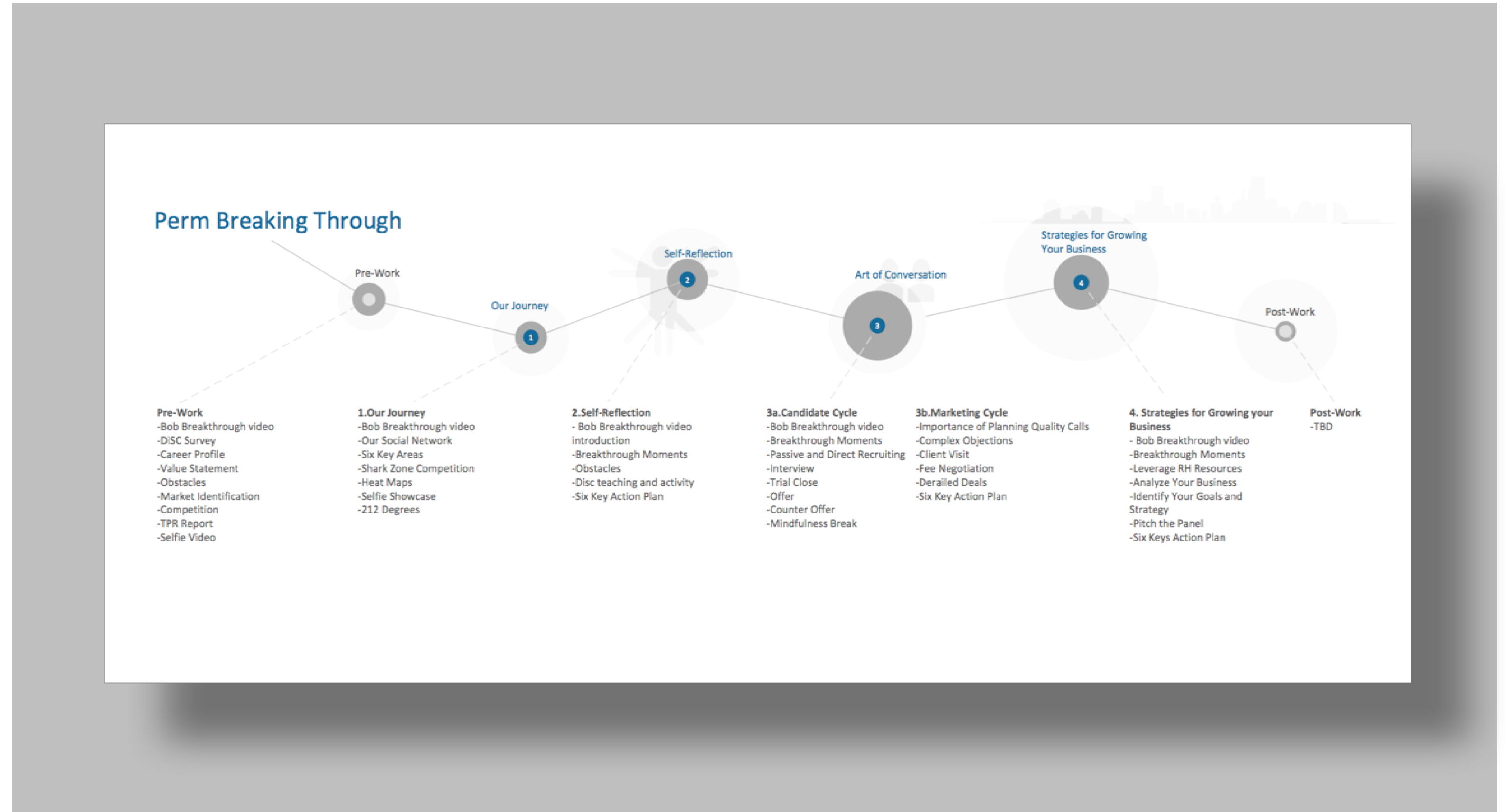
Design

Deliverable: Program Map
Acts as a signpost and
gives a sense of how the
different lessons interrelate.

Perm Breaking Through

Pre-Work

Our Journey

Self-Reflection

Art of Conversation

Strategies for Growing
Your Business

Post-Work

Pre-Work
-Bob Breakthrough video
-DiSC Survey
-Career Profile
-Value Statement
-Obstacles
-Market Identification
-Competition
-TPR Report
-Selfie Video

1.Our Journey
-Bob Breakthrough video
-Our Social Network
-Six Key Areas
-Shark Zone Competition
-Heat Maps
-Selfie Showcase
-212 Degrees

2.Self-Reflection
- Bob Breakthrough video
introduction
-Breakthrough Moments
-Obstacles
-Disc teaching and activity
-Six Key Action Plan

3a.Candidate Cycle
-Bob Breakthrough video
-Breakthrough Moments
-Passive and Direct Recruiting
-Interview
-Trial Close
-Offer
-Counter Offer
-Mindfulness Break

3b.Marketing Cycle
-Importance of Planning Quality Calls
-Complex Objections
-Client Visit
-Fee Negotiation
-Derailed Deals
-Six Key Action Plan

**4. Strategies for Growing your
Business**
- Bob Breakthrough video
-Breakthrough Moments
-Leverage RH Resources
-Analyze Your Business
-Identify Your Goals and
Strategy
-Pitch the Panel
-Six Keys Action Plan

Post-Work
-TBD

Phase 2

Process

Design

Deliverable: Information Architecture
Any collaborative mapping sessions can
be digitized for easier consumption.

Process

Develop

DISCOVER	DESIGN	DEVELOP	DEPLOY

Scripting

Build Media
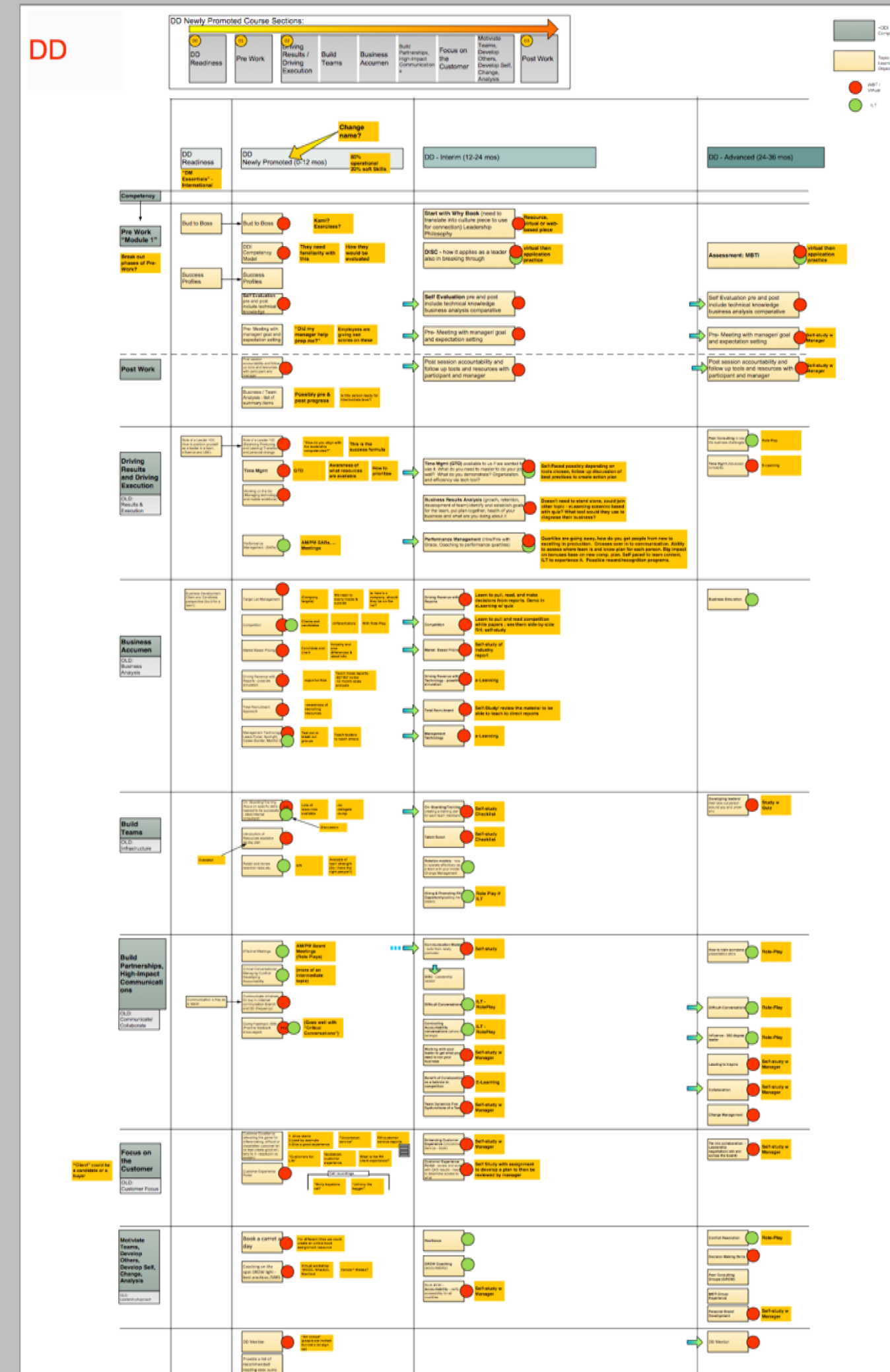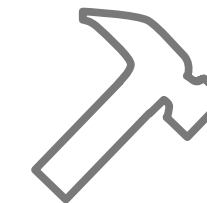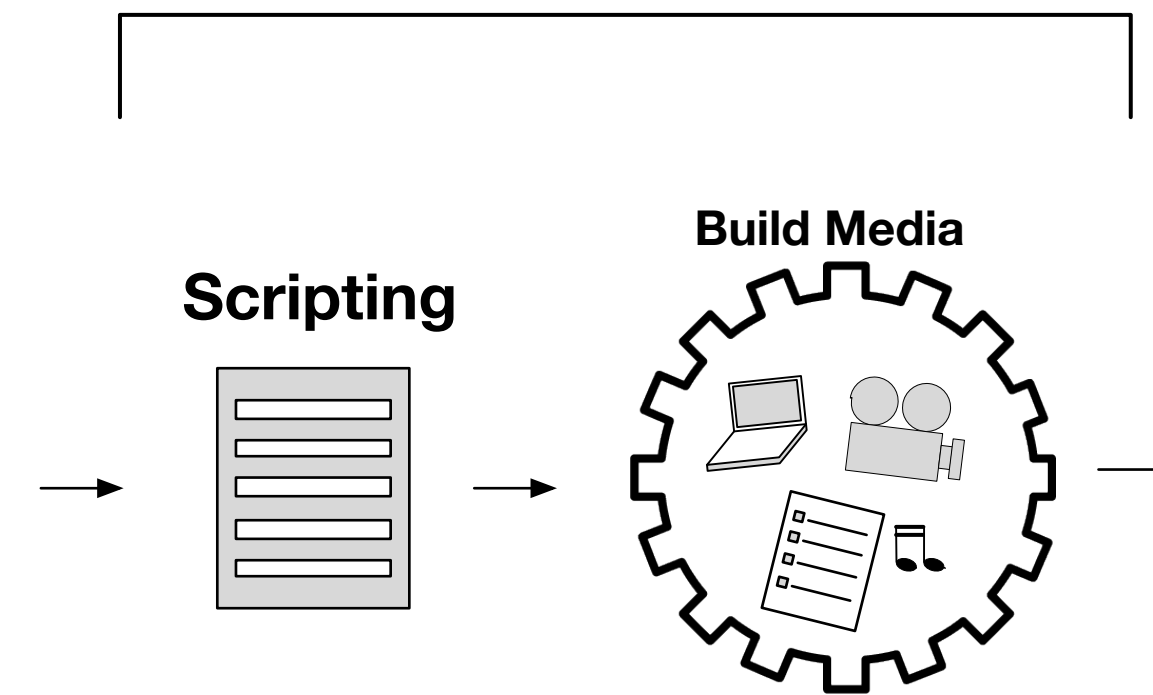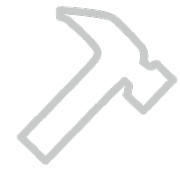
In the Develop phase, I take the outlines and storyboards and build out all the material. Deliverables include scripts, videos, interactive media, activities and assessments.
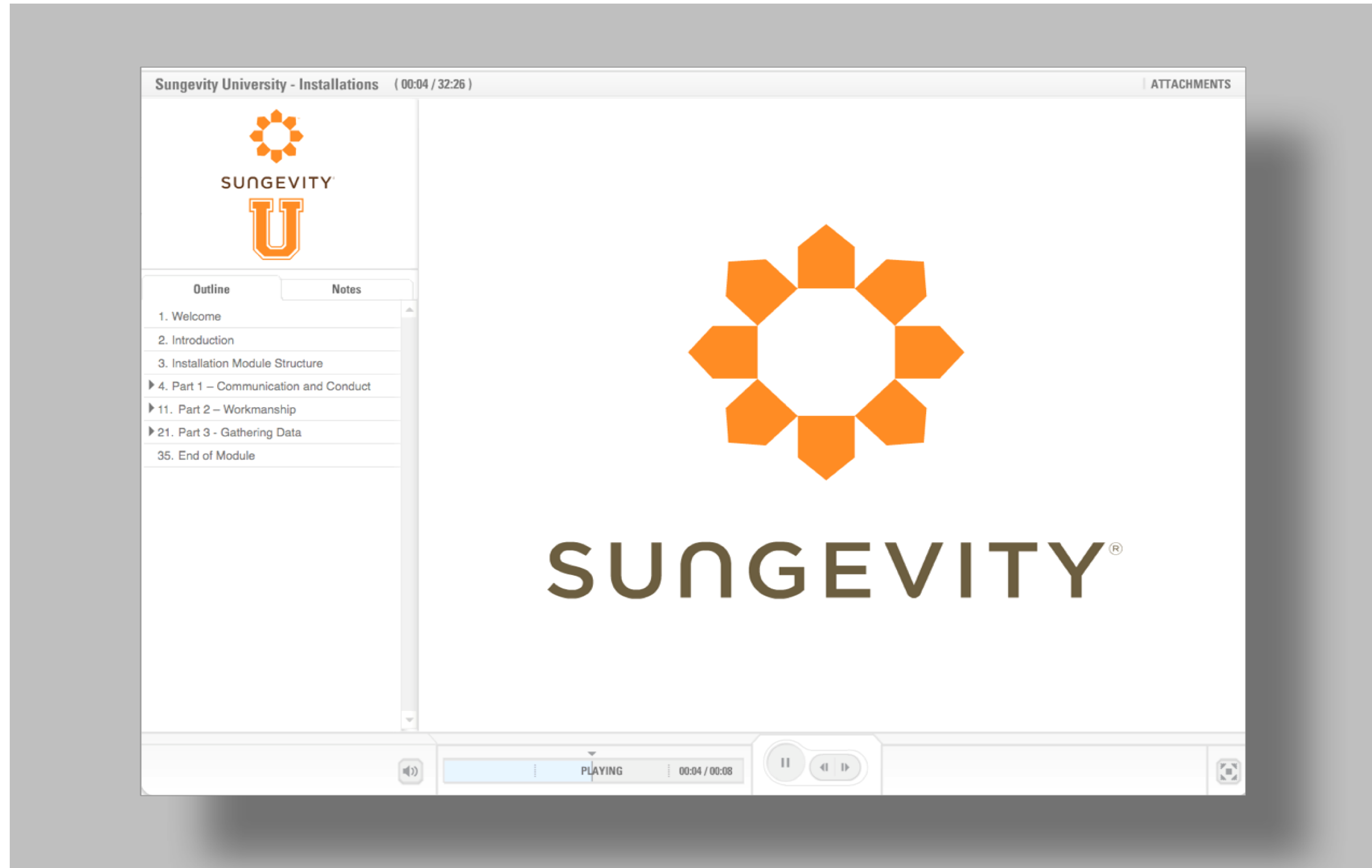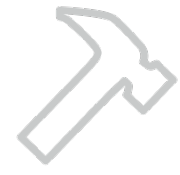
Develop

Deliverable:
eLearning Prototype
Its best to keep interactive
modules short and varied to
help keep up engagement.

Develop

Deliverable:
Video Production
Its best to start video
production well in advance of
other media as this can take
longest and can be difficult to
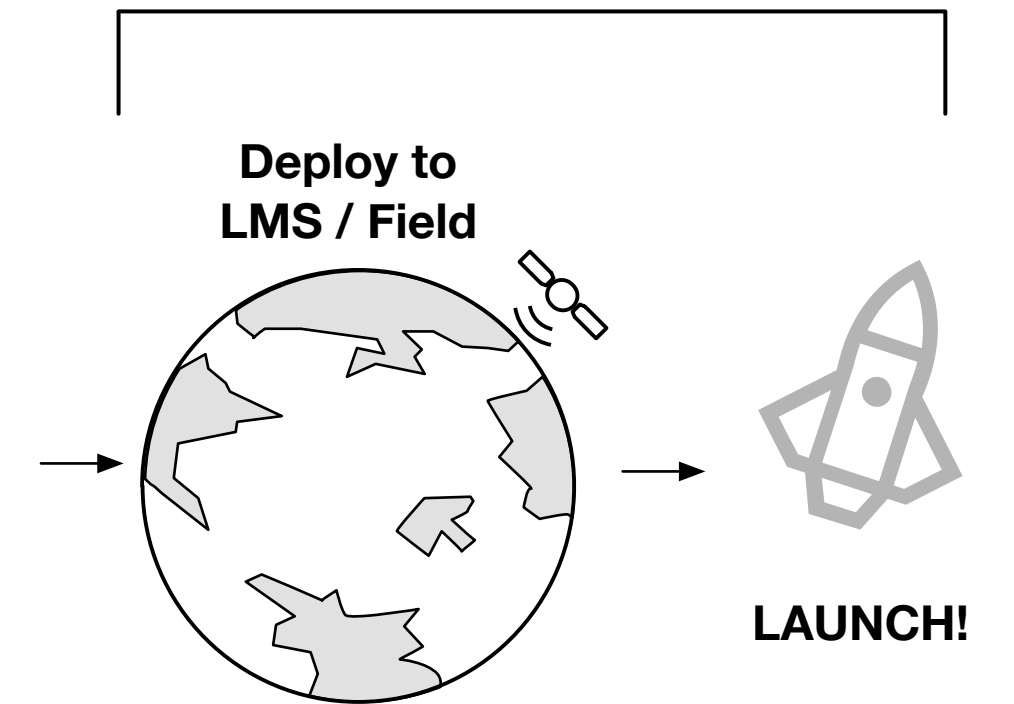adjust once its complete.

Deploy

Phase 4

DISCOVER	DESIGN	DEVELOP	DEPLOY
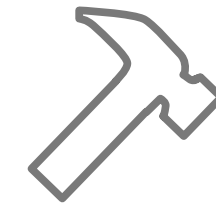
**Deploy to
LMS / Field**

LAUNCH!

The Deploy phase is where I implement all the content on the delivery platform, such as an LMS, instructor repository, or knowledge base.
After the program is deployed, it is launched, evaluated and adjustments can be made.

Deploy

Deliverable:
Publish Material to LMS
This can include video,
software simulations,
eLearning, assessments,
or job aides.

4 Phase
Process

	DISCOVER	**DESIGN**	**DEVELOP**	**DEPLOY**

Phase

Deliverable

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LAUNCH!

In summary, my process for developing training from start to finish has four phases: Discover, Design, Develop and Deploy.

Process

Thank you for watching.
Whitney Eldridge