

How to Own Your Own Tailored Learning Programs

A Step by Step Guide



PREFERRED TRAINING NETWORKS

Sometimes you may require subject expert(s) to tailor a program to meet your organisation's specific learning needs. Here's a step by step plan of how we can assist you.

1. Meet a Subject Expert

We will introduce you to a subject expert(s) with proven hands on experience helping other organisations with similar learning requirements. We will share some ideas and experiences about the best way to help your people interpret the message to get the maximum amount of behavioural change within your organisation.

2. Behavioural Change Identification, Diagnostic Analysis and Setting Objectives

Help us to understand your objectives and priorities. Initially it's critical to get the management's perspective of your behavioural change requirements and then to label and prioritise these behavioural changes correctly. It's also useful to figure out the impact of not taking any action in this area and determine the likely consequences of inaction.

Once your behavioural changes have been correctly prioritised and labelled, your designer can explore some learning options to promote and embed a lasting behavioural change for your organisation.

3. Data Collection Options

Getting reliable data is critical. Three proven methods of collecting data are focus groups, questionnaires and observations. We would propose to use a combination of these.

a) Focus Groups

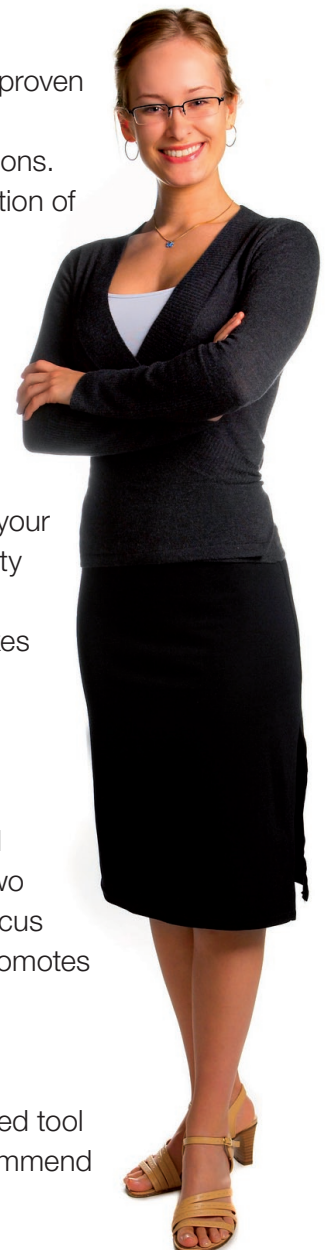
Ideally we would like to meet a cross section of your intended audience. It would be very beneficial if we could meet two groups of 3–6 of your proposed participants. At the outset your subject expert will sign a confidentiality agreement to promote transparency. Each focus group session usually takes 45–60 mins.

b) Questionnaires

After the focus groups it would be ideal to send out questionnaires to all proposed participants. This serves two purposes. It picks up data that the focus group sessions missed and it also promotes buy-in to the anticipated program.

c) Observation

On the job observation is a widely used tool to diagnose learning needs. We recommend this step whenever possible.



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4. Steering Committee (suggested option)

Steering Committees can have an enormous positive impact on the project outcomes particularly if your organisation is going down a new path. The steering committee can keep the project focused and driven. Ideally there would be 4-5 members in the steering committee. Once we reach consensus on the project methodologies and objectives then the project has a strong foundation and flows seamlessly.

5. Data Dissemination

This doesn't mean interpreting "what's wrong with your current skills and behaviours". It may mean "what would be more desirable?". We need to interpret the data collected correctly. We need to probe the responses and agree a learning framework. Any secondary data your organisation has can also be very valuable.

6. Design of Learning Pilot Program

Depending on your needs this may involve some or all of the following steps.

- Design an instructor manual
- Develop new program material and content
- Develop appropriate visuals
- Insert relevant case studies
- Analyse any gap between existing materials and program objectives
- Design a participant workbook
- Review, assess and amend the program to fit with the overall objectives

7. Measure the Pilot Program and Build in Statistically Significant Feedback

Your pilot program will be measured to ensure that the information and facilitator are a fit with the audience's expectations. Statistically significant findings from the measurement tool plus individual feedback will be used to modify subsequent learning programs. Preferred Training Networks uses the Kirkpatrick framework to measure the pilot program at Level 3

8. Train your Trainers (option)

You may choose to have your internal trainers and facilitators trained to deliver the program. Depending on their existing skills levels you could have all your trainers/ facilitators trained in 1-4 days. They will also have an instructor manual and immediate access to a helpline if they hit an unexpected hurdle.



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9. Transfer of IP rights and FREE information upgrade

All of the IP rights can be transferred to you. You don't have to pay royalties or any other fees. You can also take advantage of a free information upgrade on your training manual after 3 years. This keeps the information timely and relevant for changing audience needs.

10. Executive Summary for Management

This 60 – 90 minute session will inform management about the skills the participants have learnt. This management briefing will also give managers ideas on the types of questions and feedback that they should pepper into their conversations to promote a learning culture.

FAQs

Q Is this a Cost Effective Learning Alternative For You?

A It's very difficult to give you an exact price on owning your own learning program. After our initial meeting in Step 1 we would provide you an obligation free cost summary the very next day.

Q Can you give me more idea of what the content in the workbooks looks like?

A Our workbooks are designed around behavioural learning techniques. A typical workbook will be a mix of industry case studies, think tanks, proven frameworks and models, current papers and research, hypotheticals and action plans.

Q We can design our own training materials so why would we choose your services?

A Sometimes you need projects completed quickly and we have a team of instructional designers that can roll out your materials to fit with your time frames. Since the materials can be owned by you, we are really just extra hands on board when needed

