

BRILLIANT SOLUTIONS FOR STUBBORN CHALLENGES



INSTRUCTIONAL DESIGN GENIU
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CHALLENGE	RAMIFICATIONS	HOW IDG HELPS
INCOMING LEARNING SUPPORT REQUESTS DEMONSTRATE A MISPERCEPTION OF WHAT CONSTITUTES TRAINING	THE LEARNING CULTURE DEVOLVES INTO ONE OF ORDER-TAKING OR CONFLICT	EMBRACE A PARTNERSHIP-BASED APPROACH. BUILD ALIGNMENT FROM DAY 1 WITH IDG'S REQUEST PERFORMANCE SUPPORT TOOL
CUSTOMERS DON'T UNDERSTAND THE TIME, COST & EFFORT NECESSARY TO CREATE ENGAGING, INTERACTIVE SOLUTIONS	PROJECTS SET UP TO FAIL & LEARNING TEAMS DEVALUED VIA MISALIGNED EXPECTATIONS	IDG'S SOLUTION PROPOSAL PROVIDES A PROJECT PERSPECTIVE WHILE THE TIMELINES OUTLINE SPECIFIC TASKS IN DETAIL
LITTLE ALIGNMENT BETWEEN LEARNING OBJECTIVES & ORGANIZATIONAL GOALS	LEADERS VIEW LEARNING TEAMS AS COST CENTERS RATHER THAN VALUABLE PARTNERS	THE LEARNING OBJECTIVE BUILDER TIES BEHAVIOR-BASED OBJECTIVES TO 1 OF 3 MONETARY-SPECIFIC CATEGORIES: SAVINGS, REVENUE GENERATION OR COMPLIANCE
DISENGAGED SMEs – EXAMPLE - NOT PROVIDING SOURCE DOCUMENTS AND/OR OFFERING UNACTIONABLE FEEDBACK	INCREASED COSTS & LESS EFFECTIVE SOLUTIONS	CLARIFY RESPONSIBILITIES FOR KEY PLAYERS WITH THE ROLES & RESPONSIBILITIES TOOL COLLECT SME FEEDBACK ENTIRELY ONLINE WITH IDG'S STORYBOARD & PRODUCTION REVIEW TOOLS
STRUGGLING TO BALANCE USING A STRUCTURED PROCESS (ADDIE, SAM, AGILE) WITHOUT FOLLOWING IT BLINDLY	PROJECT TEAMS OSCILLATE BETWEEN RAMPANT DISORGANIZATION & VALUING PROCESS OVER PRODUCT	CREATE A CUSTOMIZED PROCESS USING IDG'S SUITE OF 20 TOOLS AS A STARTING POINT. USE ALL OR SOME AS YOU SEE FIT

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CHALLENGE	RAMIFICATIONS	HOW IDG HELPS
INCOMPLETE UX / UI TESTING OF SOLUTIONS AS FEEDBACK IS CUMBERSOME / TIME-INTENSIVE TO COLLECT AND ORGANIZE	THE TARGET AUDIENCE RECEIVES NO VOICE IN THEIR OWN LEARNING EXPERIENCE	THE ONLINE UX TESTING TOOL WITH PRE-ESTABLISHED CATEGORIES, MAKES ORGANIZING USER FEEDBACK A BREEZE
FAILURE TO EXTRACT FULL VALUE FROM AN LMS SOLUTION	CLUTTERED & DISORGANIZED SYSTEMS GO UNUSED & BECOME DEVALUED MONEY-PITS	MITIGATE IMPLEMENTATION REWORK WITH THE LMS CHECKLIST & FUNCTIONAL TESTING TOOLS ENSURE SOLUTIONS ARE IN A GREAT PLACE PRIOR TO LOADING THEM
LOW LEARNER ENGAGEMENT DUE TO DEFICIENT MARKETING / COMMUNICATION STRATEGIES	ALL THE TIME & MONEY THAT WENT INTO CREATING A GOOD SOLUTION WASTED	CREATE MESSAGING THAT ARTICULATES THE VALUE OF TRAINING INITIATIVES WITH THE COMMUNICATION CAMPAIGN BUILDER
MEASUREMENT IS OFTEN CONFLATED WITH SURVEY RESULTS, OR WORSE, COMPLETIONS DIFFICULTY MAXIMIZING ROI	A FAILURE TO CAPTURE BEHAVIOR CHANGE OR SKILL ACQUISITION, THE PRIMARY FOCUS OF TRAINING LEARNING TEAMS OFTEN 1 ST TO GO DURING COST-CUTTING MEASURES	FRAME LEARNING SOLUTIONS IN TERMS OF CORRELATION TO BUSINESS METRICS WITH THE MEASURING TRAINING IMPACT TOOL MAXIMIZE FINANCIAL IMPACT WITH THE DO YOU NEED TRAINING & AUDIENCE PRIORITIZATION TOOLS