

Landen Consulting Case Study: Soft Skills Web-Based Training Design & Development

The Challenge:

The client (an aggressively-growing nonstandard insurance provider) had recently undergone a series of mergers & acquisitions, and did not have a consistent training approach for onboarding new hires in their insurance agencies. An up-front analysis & planning effort identified web-based training modules as the most appropriate vehicle for building-out the new hire training capacity within the client's sales organization. Prior to Landen Consulting's involvement, the client had never built or implemented web-based training for their sales force – they had no development standards, toolkits, authoring protocols, or other 'training process infrastructure' in place. In addition, the mandate from above was that this new online training curriculum had to be implemented and production-ready, quickly (twelve complete courses needed to be designed, developed, tested and implemented within weeks).

The challenge: Design and develop a New Hire Onboarding Curriculum: a suite of web-based multi-media training courses that include interactive learning scenarios and knowledge-check activities, on a range of topics including soft skills (basic customer service skills, time management, etc.) and technical skills ("insurance 101," the company's proprietary sales process, etc.). We were also tasked with developing a 'training process infrastructure' for the client, to serve as a foundation for building a strong in-house training capability – the courses we were building were to be the first components of their Corporate University.

The Solution:

To start, we quickly assembled a high-caliber project team (staffed with Landen Consulting design experts along with the client's internal SMEs) and immediately began conducting rapid design sessions to develop a framework and optimal sequence for the dozen-or-so training modules we were tasked with. After finalizing the training design document (a cornerstone of any instructionally-sound design effort), we launched into high-capacity project management mode, quickly developing a workplan that made optimal use of the resources and time available.

Since this was the first installment of the client's Corporate University, we utilized our in-house design department to develop a visual design/brand for the University home page, and also developed the master course authoring templates that the client would use for all subsequent design efforts (the templates included branding, navigation elements, and content-design elements).

The Results:

All of the training courses in the New Hire Onboarding Curriculum were delivered successfully, and included voiceover narration, animation, interactive knowledge activities, branching learning scenarios, and knowledge-check validation exercises. All stakeholders viewed the project as breaking new ground in providing comprehensive instructionally-sound training to their sales force. In addition, the client now has the foundation for a solid process infrastructure, giving them the beginnings of a robust in-house training capability within the company.

For More Information:

For more information on the services available from Landen Consulting, call us at 847.604.8697, or visit us at www.landenconsulting.com.