

Tasked with Delivering Your 1st eLearning Project? Gain Confidence and Launch On-Time!



Are you Tasked with Your First eLearning Project? Gain Confidence and Launch On-Time

Howdy, I'm Valerie Miller, I'm so glad you are here today. I'm CEO of Design2Train – an award-winning eLearning agency based in Boerne, TX. I'm a 3rd-generation educator, so teaching is in my blood. My professional career of over 25+ years has been built around my passion for teaching with technology. Now I'm turning to eLearning expertise into coaching busy professionals just like you how to achieve success with your own training programs.

If you have questions, Please contact me using the link below this video and let's talk

Who Benefits Most from This Workshop?



Who benefits most from this workshop? Any busy professional, responsible for producing a new product video series or comprehensive training program. I've delivered all sizes and types of projects AND I guarantee your business-critical project will be built better following our 9-step proven process.

What's a Business-Critical Project?

Defined Launch Requirement

- Decided months in advance

Business Critical eLearning Projects:

Multi-Day Courses, Multi-Audiences or Multi-Lingual

- New Product Training for Staff, VARS, Customers
- Call Center Staff Onboarding
- Leadership Development
- Safety or Sales Instruction
- Certification Program
- Converting Classroom Training into eLearning



Let's first define... What's a Business-Critical project?

It's your own important training program. Perhaps training needs to be tied to a defined launch date often decided months in advance to coincide with a big company product announcement.

Business critical programs can be: Multi-day Courses, reaching multi-audiences and / or multi-lingual training.

They can train staff, Value-Added-Resellers, end-user customers or all of the above. For example, a Call Center Staff Onboarding program or a Leadership Development, safety or sales certification program or converting your good existing Classroom Training into eLearning

eLearning Projects = Cake Baking →



People often ask me, is managing an eLearning project difficult? I respond, its like baking a cake. You have essential ingredients on-hand before starting. Then you Add them in a specific sequence, baking in a specific pan at just the right temperature for a specific time. If you forget any of these recipe steps then, oops, that special cake becomes an epic fail.

While a cake flop is relatively inexpensive, eLearning project failures are NOT. Can your career, or your company afford an epic eLearning failure costing thousands of dollars? Of course not!. In reality, I've been brought in many times to be the "cleanup on aisle three consultant", expected to turn that eLearning mess into a success.

So, Here's an interesting thought

What percentage of eLearning projects do you think fail?



80% of eLearning Projects **FAIL**

According to a recent training industry report, 80% of eLearning projects FAIL.

Projects failure is defined as NOT meeting the launch date or more even worse, NOT delivering on the instructional promise of actually teaching what was intended to be done.

Why do they fail? The #1 reason is.... project leaders were just NOT prepared. Yes, the odds are stacked against you. But that's why we're here today, because I don't want you to be another eLearning statistic!



OK, take a deep breath! You Got This! You are at the right place. Let's move forward to discover how you can successfully and consistently deliver high quality eLearning On-time and On-budget.

Workshop WINS

- **WIN1: Save Time**
Quickly ramp-up Day-1 with **Quick Start MasterClass**
- **WIN2: Save Money**
In all project phases
- **WIN3: Meet Training Launch Goal**
Launch On-Time and On-Budget while keeping your Real Job work/life balance!



Today you'll get three workshop WINS

WIN1: Learn to Save Time : Learn how to Quickly ramp-up Day-1 with our Quick Start MasterClass

WIN2: Save Money with 2 Contracts, 3-Phase & our 9-step Proven Process

and WIN3: Meet Training Goals Launch On-Time and On-Budget while keeping your Real Job work/life balance! That means you still own evenings and weekends!

WIN 1: Save Time > Plan to Win



Let's start with WIN #1 Save Time and Plan to Win

I'm sure you've heard the old adage, If you fail to plan, you plan to fail. Its true. You will need to invest some time into learning how eLearning projects are structured, learn common training terminology and become familiar with what happens, BEFORE you start trying to build the program.

Here's the most common ways project managers prepare

DIY Research = TIME Intensive



Training Prep Time?	Project Start?	Complete RTU Custom Project Plan?	Coaching and RTU Templates Avail?	Cost?
DIY Research	Days or Weeks	No. What's Missing?	No. More research time and template prep cost	What's Your Time Worth?

= Stitched Together DIY Plan
You Don't Know What You Don't Know



Do it yourself is free, but this takes a lot of your “free time”. That you probably don’t have. I can see it now... you are searching on Google or watching YouTube videos, trying to learn project management basics

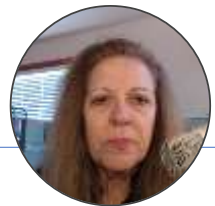
Here’s what really happens. You end up stitching together a Frankenstein-ish Do it Yourself plan, that contains bits and pieces of several programs that sounded good, but were not complete on their own. Then you start to experience delays or pay for rework that causes your project budget to keep growing, and you get the sinking feeling... what’s missing? The reality is “you don’t know what you don’t know”, so how can you cobble together a complete training plan? Remember when I mentioned clean up on aisle three? If you use DIY research = expect a failed project.

Courses or Certifications = TIME →




Training Prep Time?	Project Start?	Complete RTU Custom Project Plan?	Coaching and RTU Templates Avail?	Cost?
DIY Research	Days or Weeks	No. What's Missing?	No. More research time and template prep cost	What's Your Time Worth?
College Course	Weeks Months	No. + MORE TIME to build your custom plan	No. More research time and template prep cost	\$2000 + Coaching / RTU
Certification	Weeks Months	No. + MORE TIME to build your custom plan	No. More research time and template prep cost	\$5000 + Coaching / RTU

College / Certificated Course?
Spend more time to just learn theory

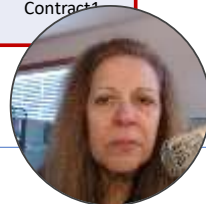


Another OPTION people considers is to enroll in college Courses or Certification programs. In reality, you end up spending days and lots of money on a bunch of learning theory and maybe getting a generic template. THEN the real work happens since you invest MORE of your free time trying to make a template meet your specific project needs. And what if you have questions after the course? Is coaching included? Is an eLearning expert (knowledgeable of your specific project available) to answer questions? Most likely not, because once you have completed the course, well, you are just on your own with a piece of paper that states you are certified.

Get Started DAY-1 = Save Time!



Training Prep Time?	Project Start?	Complete RTU Custom Project Plan?	Coaching and RTU Templates Avail?	Cost?
DIY Research	Days or Weeks	No. What's Missing?	No. More research time and template cost	What's Your Time Worth?
College Course	Weeks Months	No. + MORE TIME to build your custom plan	No. More research time and template prep cost	\$400 - \$2000 + Coaching/RTU
Certification	Weeks Months	No. + MORE TIME to build your custom plan	No. More research time and template prep cost	\$400 - \$5000 + Coaching/RTU
PLAN239 Quick Start MasterClass	LIVE Day-1 Webinar	Yes. Complete Plan Start your project Day-1	Yes. + 90-Day Access to PLAN239 Coaching Portal	Included in Contract*



Or how about... Getting up to speed quickly on Day-1 with the LIVE PLAN239 Quick Start Masterclass webinar, in just two 90-minute sessions. In Session 1: Learn how the proven 9-step process works from concept to launch. Then in Session 2: Start working on your own project.

This gets you going, but, there's more PLAN239 is a complete program from concept to launch.



So what is this PLAN239 ? Note, this chart will be in your handout. Here's PLAN239 decoded. The number 2 refers to Two contracts – breaking the project into two components for better project definition and project planning. Using a two-contract approach is just common-sense and helps you to get control of project cost from the beginning.

The number 3 refers to the Three Project Phases

Contract1 = is all about completing Phase 1: Design Phase Risk Management – with steps 1-3 dealing with the four biggest project risks you will encounter including: people and technology, knowledge management, and key document management. You want to address all of these and then prepare a production contract based on fact, not assumption.

Contract2 = is all about building and delivering the project content that includes:

Phase 2: Content Development Management with steps 4-6 helps you take advantage of our innovative rapid content development techniques. It's also about managing the review & approval process to keep costly re-dos on video production. We also help you

build a communications strategy to engage your learning audience with a Communications strategy comprised of key messages sent via email or video shorts in the pre-launch, launch and post-launch stages.

Phase 3: Launch / Sustain Management in steps 7-9 handles pre-launch and launch day activities and then collects user feedback to build sustainment strategies for current and future projects.

While this looks like a simple 9-step plan, did you know that it really represents over 50 tasks and 150 activities to complete in a typical project? But wait, you are NOT an eLearning expert, how can you get all this done and still do your REAL Job too? No worries, here's how....

What's the Secret to Your Success?

Your Project Content Lead (PCL)

= experienced P239 eLearning expert

PCL Role: Co-lead & eLearning Coach,
Content lead for Contract1: Deliverables
and Contract2: P2 & P3 Deliverables

Your Role: Project lead in company
culture to ID people, product, and
project resources



Don't waste your time worrying about or trying to become a training developer wanna-be.

We match you with a **Project Content Lead (PCL)** a **PLAN239** eLearning expert who serves as your single point of contact and project co-lead. And yes, even your own personal eLearning coach.

The PCL's takes the lead on all training content related activities so its off your plate from starting with Contract1. and completing the project on-time and on-budget with Contract2.

Your Role: as Project lead do what you do best, You know your company, how it operates and the people and it's culture. Provide the PCL with access to internal staff (product managers, engineers, safety, customer support, and legal people, to gather as much critical information as possible.

Having a PCL onboard is like putting your project on cruise control, so YES, you can successfully manage the project AND maintain your REAL JOB work/life balance. We even help you to submit your project for training industry recognition.

WIN 2: Save Money - Work the Process

WIN2: Save Money with PLAN239

- **Phase 1:** STOP SWAG bids
- **Phase 2:** STOP “never-ending review cycles”
- **Phase 2 & 3:** Reduce production time up to 50% improved process & tech tools



Let's move into Win 2: Save Money

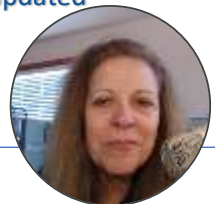
The key is simple, save money by implementing the PLAN239 process step-by-step. We have incorporated money savings in each phase.

- In Phase 1: We STOP SWAG bids. What are SWAG bids? It's when training companies bid 50-200% more on a bid, since they know you don't know what you are doing. When you prepare a good bid upfront, you stop wasting money on SWAG bids.
- In Phase 2, your PCL STOPS the “never-ending review cycles”, when content reviewers cannot agree upon the project content, or they want multiple rewrites, this can delay your project for weeks and mean you won't meet launch or stay on budget. We address this issue in the pre-production Stakeholder meeting when everyone agrees to their role and timeliness of review.
- And finally, we reduce production time up to 50% (remember time is money!) by using our time-tested techniques, new technologies and most important, project common sense. Want to learn how we can save money on your specific project, book a call and let's talk.

WIN 3: Meet On-Time Launch >Stay in Your Lane



- Ramp-up DAY-1 Quick Start MasterClass
- Commit to **PLAN239** process
- Follow **PLAN239** Project Phase Checklists
- Stay in Your Leadership Lane:
 - > Locate and secure company resources
 - > Make timely project decisions
 - > Keep Sr. Mgt & Project Team updated



Win 3 is Meet On-time Launch

What's the Path to Your Success? Just Stay in Your Lane – Remember, you are the project not the PCL,

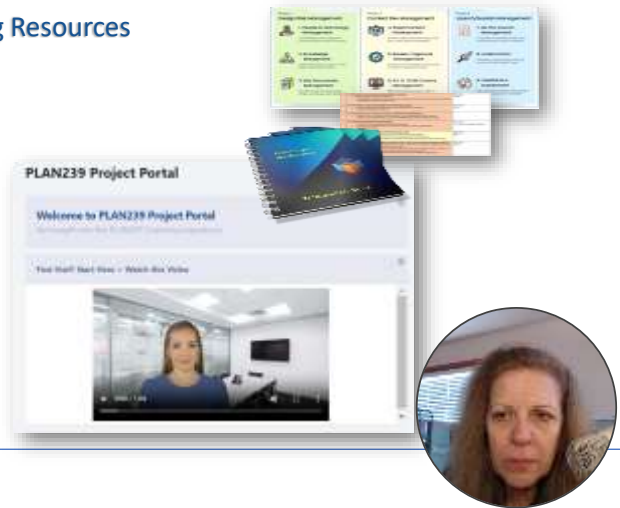
Do what you do best and let the PCL do the rest.

- Ramp-up DAY-1 Quick Start MasterClass
- Commit to **PLAN239** process
- Follow **PLAN239** playbook of checklists and work with the PCL
- Stay in Your Project Leadership Lane to:
 - Locate and secure company resources
 - Make timely project decisions
 - Keep senior management & team updated
 - Support your PCL

PLAN239 Project Portal

Access ALL P239 Training and Coaching Resources

- FAQ Reference Library
- Project Discussion Forums
- Organize & Manage all project docs including Stakeholder Reviews
- Hold scheduled and impromptu recorded project meetings



But there's more... we offer a Game Changing P239 Project Portal as your one-stop project location for Keeping track of all project activities, stakeholders and project resources in one location

Need help, need resources, need to meet? – Just go to the portal

What's in the Portal?

Access to ALL P239 Training and Coaching Resources – yes, in addition to the quick start masterclass, we offer Phase 2 and Phase 3 training programs. Attend with your PCL to discuss how it fits in your specific project situation.

Including the FAQ Reference Library

Project Discussion Forums

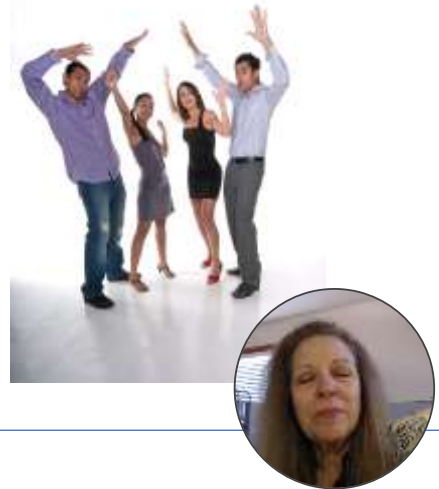
Organize & Manage all project docs including Stakeholder Reviews

Hold scheduled and impromptu team meetings

If you would like a tour of a demo Project Portal, book an appointment and let's talk.



Good News: Just Gets Better!



But the good news only gets better.

Once you complete your first project, you and your team will know and have confidence in using the process and you have all the templates. The second project always goes even faster. For example,

My team was responsible for delivering 4 new global product launches yearly. Using this system we went from 10 weeks development, to 6 weeks, and on our third product announcement we started consistently launching new training in just 4 weeks. So your investment really pays off not only now, but for saving time and money while building great future eLearning projects.

Questions? Learn More?

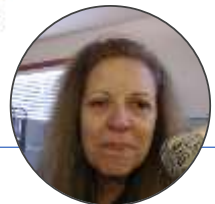
Contact **Valerie Miller**



Book an Appointment:
www.Design2Train.com/lets-talk

Email me: miller@design2train.com

Call me: **830-333-0175**



I hope you get a glimpse of how to best prepare for your upcoming eLearning project.

Want to learn more?

Please visit the Design2Train.com website

Book a discovery call with me there...

Or here is my direct contact information: Email and Direct Line

I've enjoyed our time together today and hope you have walked away feeling more confident in managing your upcoming project. I look forward to speaking with you about your upcoming eLearning project.

Thank you to the APEX team (Rich, David, Mark, and Emma) for making this webinar happen!

Below this video you can also download a handout that covers the information contained in the webinar. Take care, Thank you.