

Landen Consulting Case Study: Training Strategy & Development - Blended Learning Approach

The Challenge:

The client was preparing to implement a new data gathering & reporting system to 1200+ field sales managers and support personnel throughout the country. The new system had numerous high-profile business implications, so it was important for this initiative to roll out quickly and have a consistent message delivered down the entire chain of command. However, the field management force was highly decentralized, with many 'remote' users and varying windows of availability, and a formal "train-the-trainer and cascade down to the end-user" training initiative was not a possibility. In addition, there was a considerable technical/learning-curve component to the new system, so some level of hands-on system training had to be provided for.

The challenge: develop a training approach, and the training materials/deliverables, to allow for "ad-hoc" hands-on system training as local schedules allowed, while still providing ample opportunity for the high-level leadership messages to get consistently communicated down through the ranks.

The Solution:

To fulfill the varied needs of this initiative, the resulting training strategy incorporated a blended approach, which included a mandatory set of web conference sessions to provide the desired leadership messaging, a self-paced online training module, and numerous on-the-job support materials and well-placed regional experts to allow for the hands-on system training to be flexibly conducted at the local level.

In addition, since it was clear that there would be minimal opportunity for formal hands-on training support, and since the client was fortunate to have Landen Consulting involved while the new system was still in the design phase, we placed an emphasis on user-centered design of the new application that we were designing the training for. We led the client through several vigorous rounds of interface design, user experience design, and prototyping/refinement. This up-front focus on design resulted in an intuitive, easy-to-use system, which resulted in a measurable decrease of end-user training time.

The Results:

The client estimated that by engaging us to help design the actual business application as well as the training, we created such a well-designed and integrated system that we helped reduce the typical end-user training time by 30-50% - and the end-user training materials that were developed were well-received for their ability to be delivered flexibly according to the needs of the local markets. We were retained to support subsequent releases and iterations.

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.