

# Building your Training Strategy

Bucky Wall

CAVU Learning Consulting

843.934.9996

[buckywall@cavulearning.com](mailto:buckywall@cavulearning.com)

# Today

What I do and why I feel it's important to you

How you can start a training program quickly, inexpensively and how to make it sustainable

Things to think about from someone who's done this for a while

What I do for a living

I'm an Instructional Systems Designer

And my story begins with  
**WWII**



Robert Gagne

He became known for what is referred to as the “Gagne Assumption”

Different types of learning outcomes exist, and that specific instructional events can bring about these different types of learning.

He called these the Conditions of Learning

- Verbal information
- Intellectual skills
- Cognitive strategies
- Motor skills
- Attitudes

He called the people who apply this methodology

**Instructional Designers**

# So this is a mildly interesting story, but why should I care?

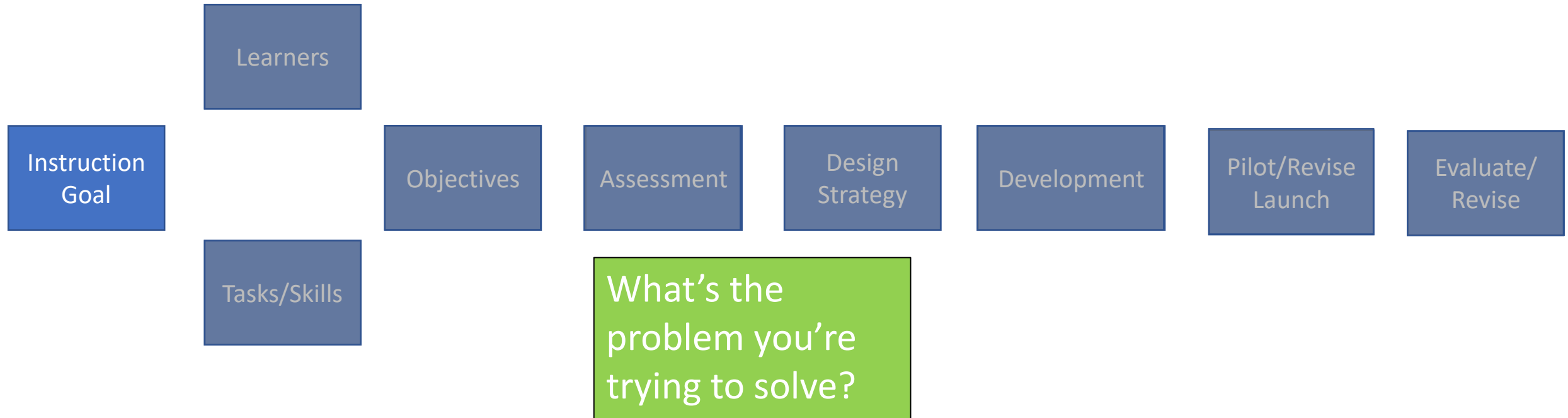
Your team is going to learn anyway, because they are adults and are motivated to learn and you want to make sure they learn what you *want* them to learn

You are going to hire people and lose people. So the quicker you can ramp up their replacements, the better.

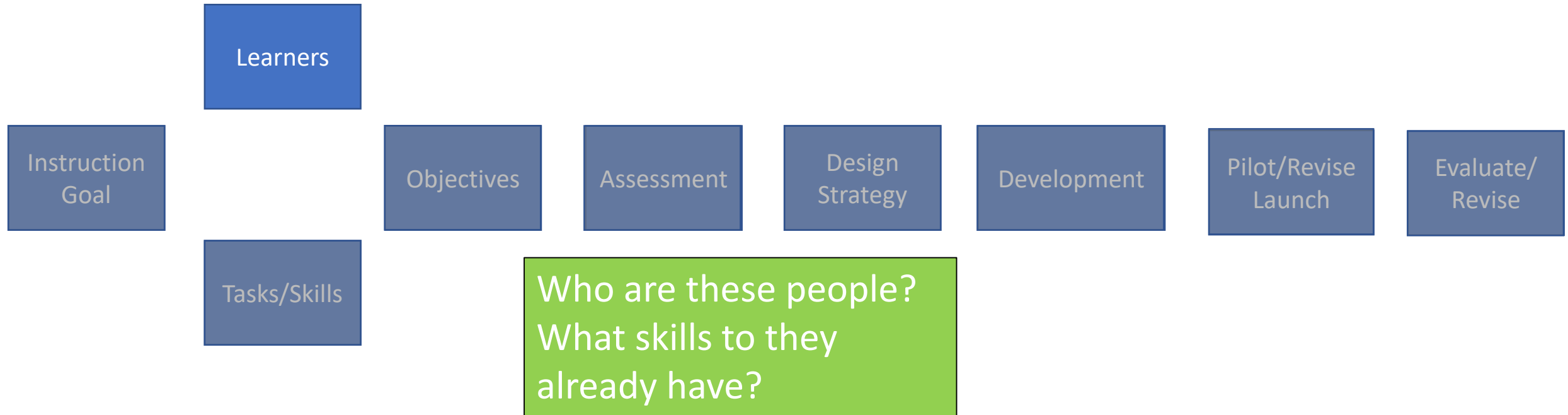
When your customers know how to use the software, they are happier, more tolerant of your glitches and don't create as many cases.

If you design training based on this methodology, it's faster, cheaper and better

# Instructional design approach

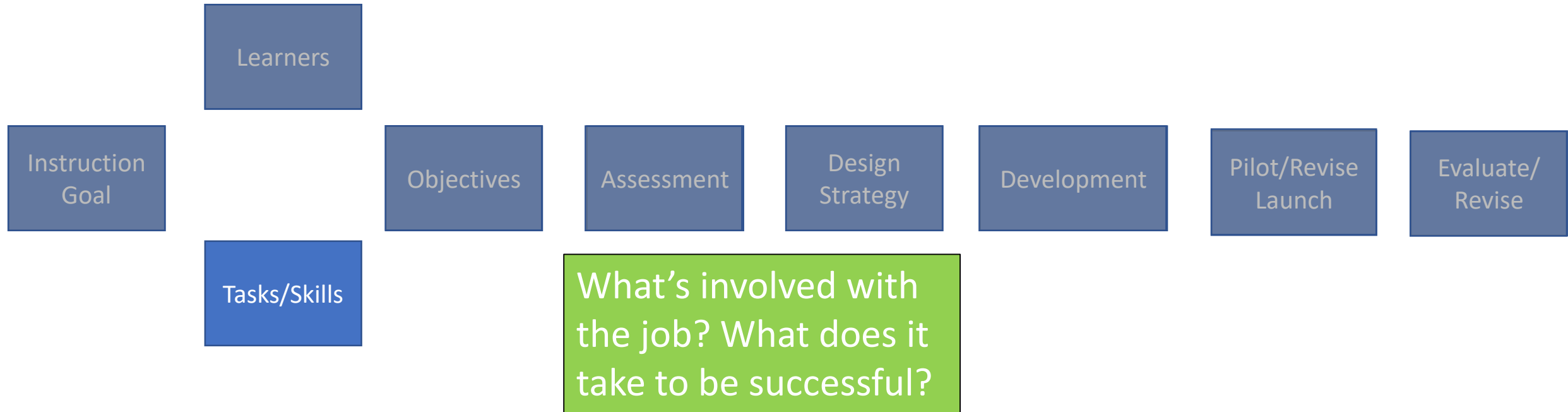


# Instructional design approach

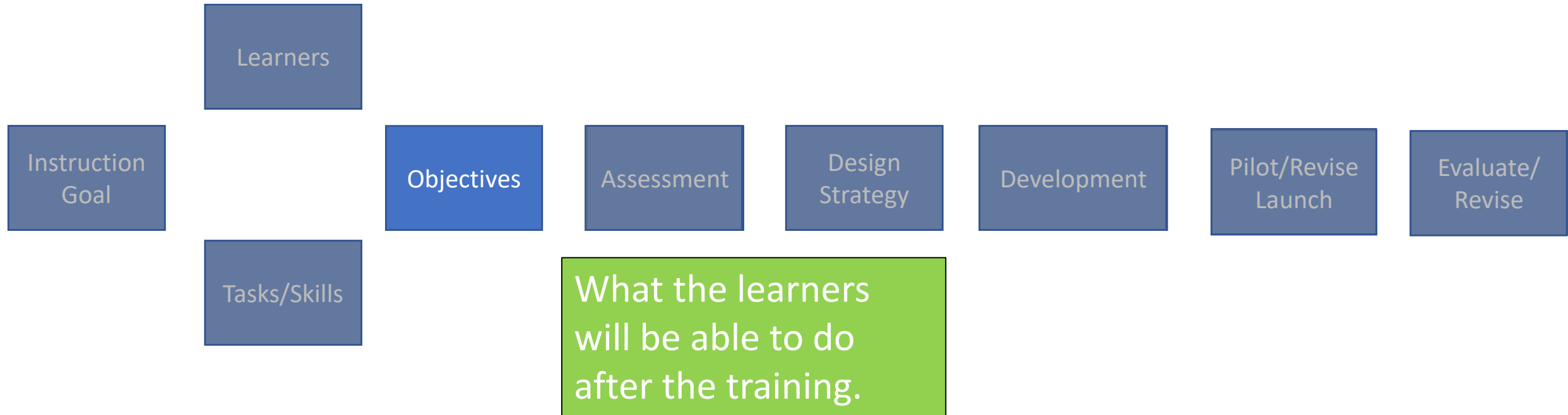




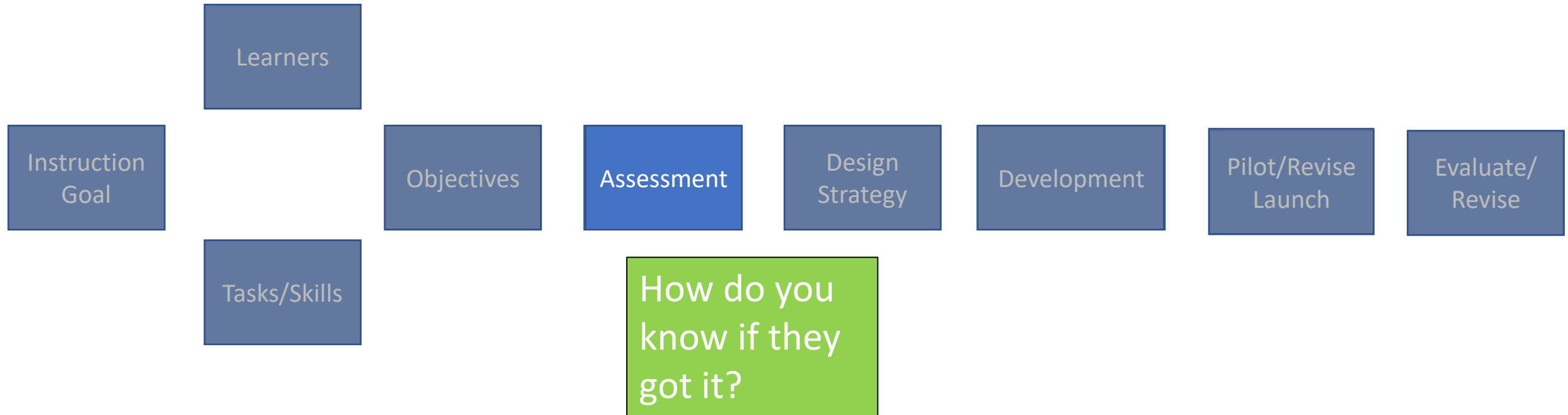
# Instructional design approach



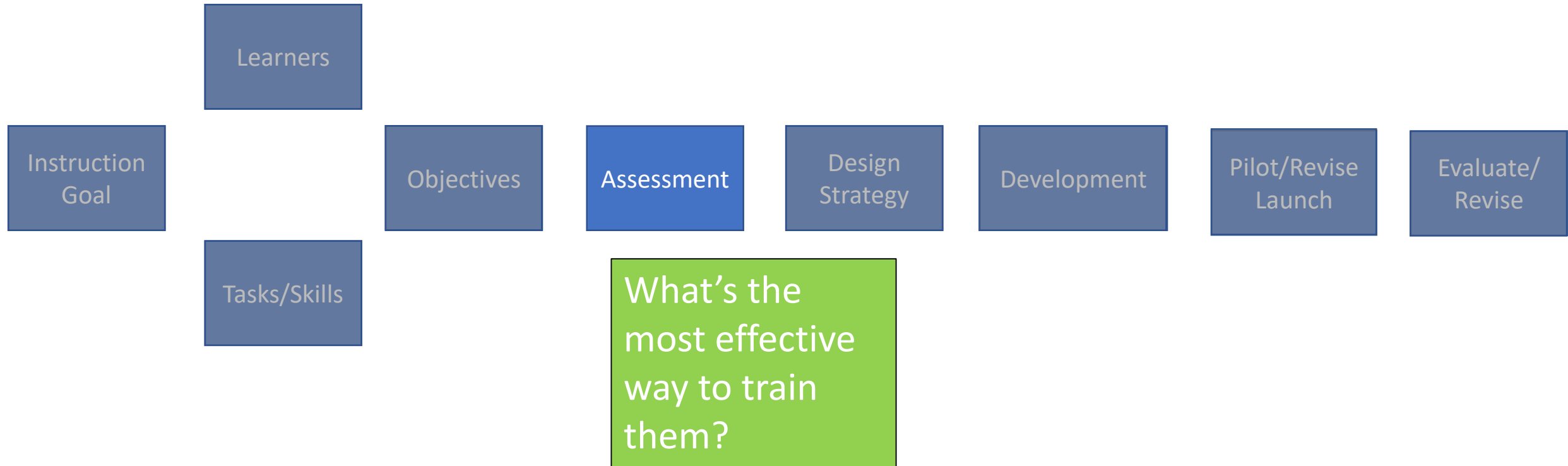
# Instructional design approach



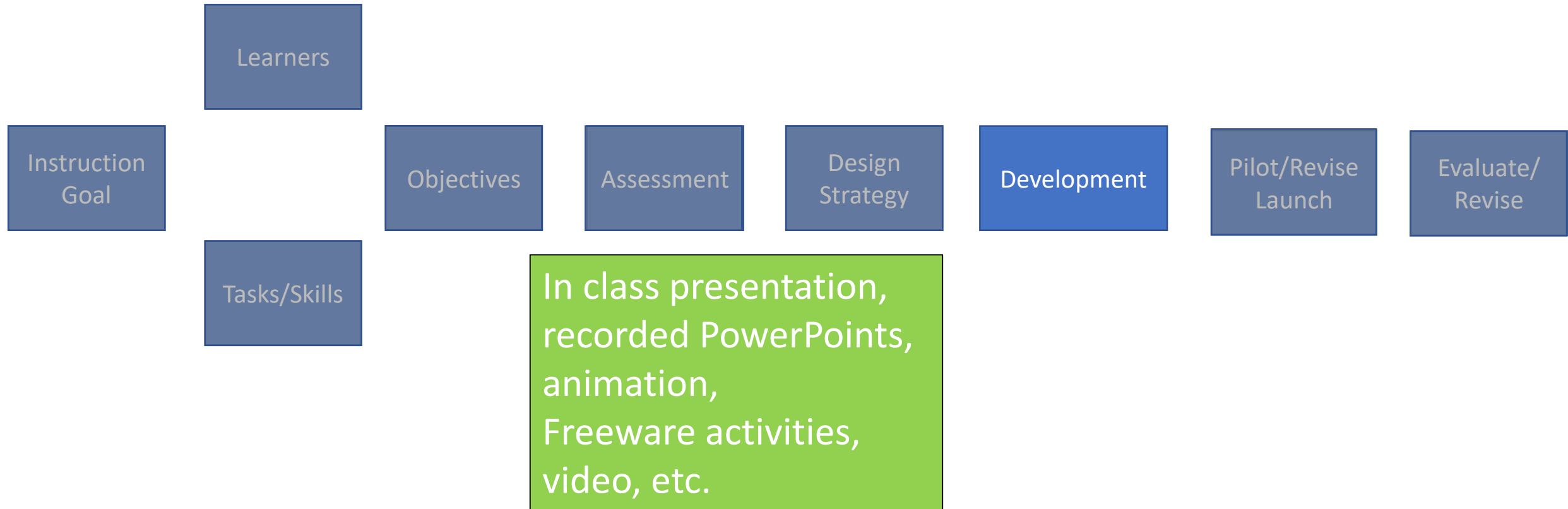
# Instructional design approach



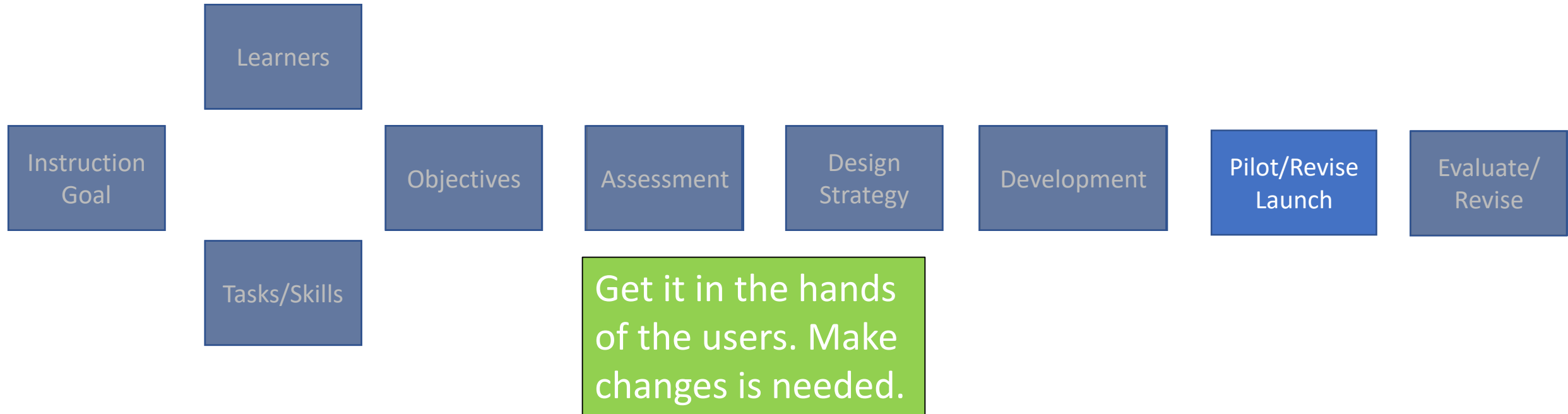
# Instructional design approach



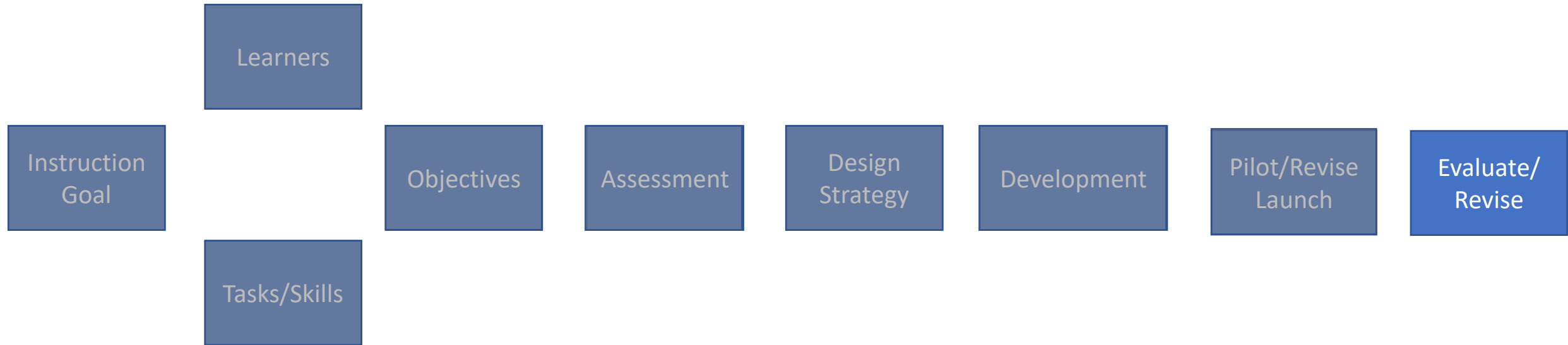
# Instructional design approach



# Instructional design approach



# Instructional design approach



60-90 days down the line,  
evaluate impact and  
revise as needed.

# Now what?

Sounds daunting

I can't spend all my money on instructional designers

I thought you were going to show me *how to start a training program quickly, inexpensively and how to make it sustainable*

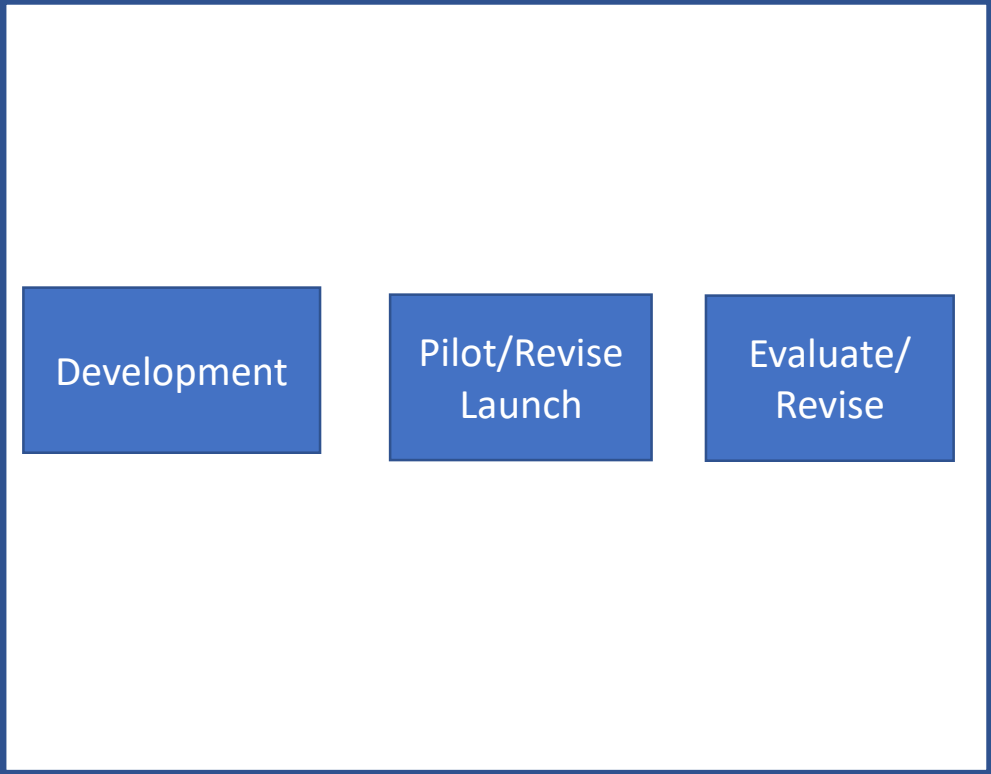
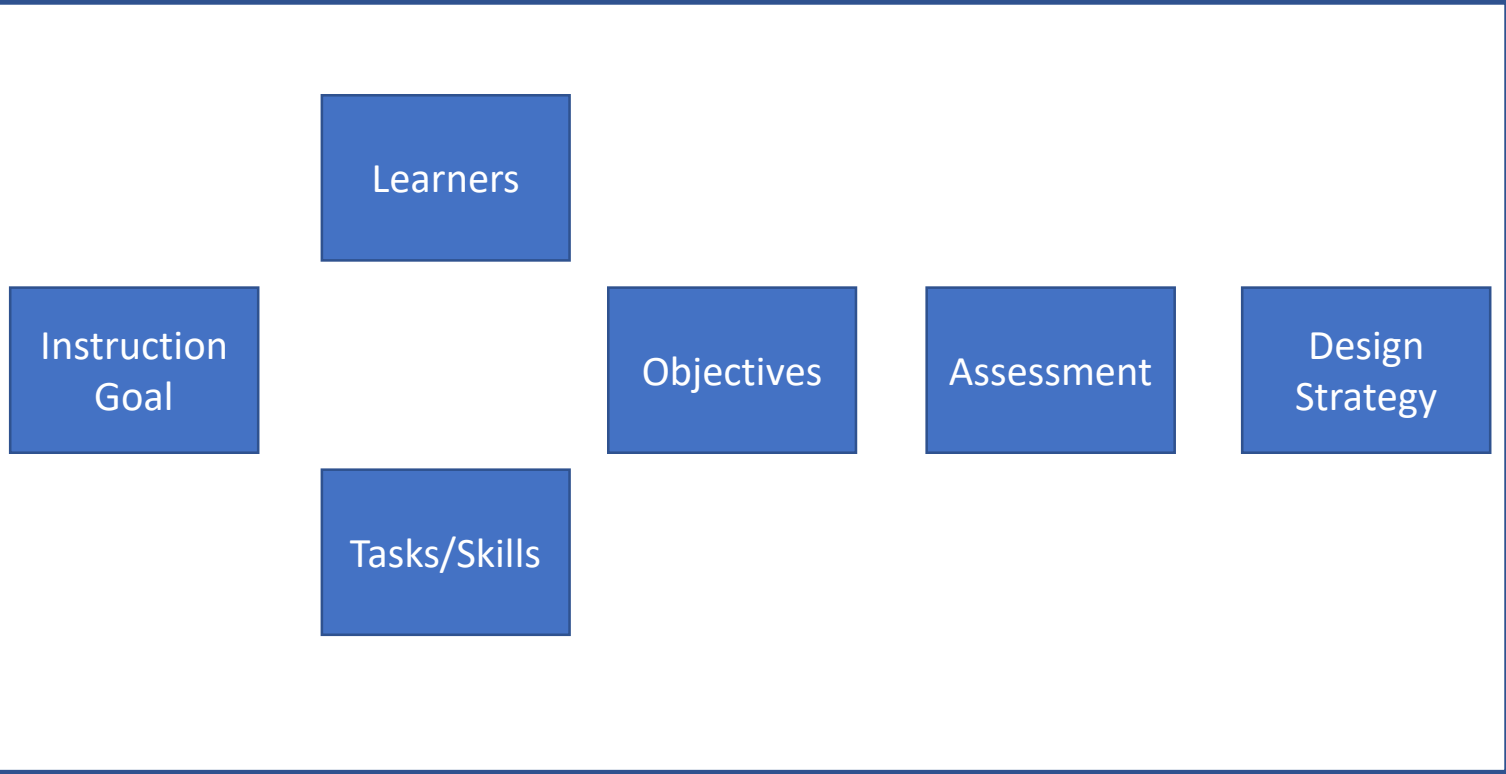
Sure doesn't seem quick or inexpensive, let alone sustainable



My suggestion is that you do what your mother told you to do.

Share the work

# Sharing the instructional design approach



Have an Instructional Designer do this part.

Have your SME's do this part.

# Why it's good to share

It's cheaper. You pay an instructional designer to do the front-end work, your SME's to do the time consuming part.

It's timely. You make the revisions when you need it. You don't always need someone like me when things change.

It's sustainable. Your SME's get trained on how to develop the training materials, when to update and how to best present.

# How to best utilize your subject matter experts

Sophomores make better SMEs than seniors.

- The pain is fresh in their minds
- They are excited
- They are usually less expensive
- There are more of them

Spread it out and don't burn them out

- Build SMEs by making sure the knowledge and experience is spread out throughout the team
- Consider “area-specific” SMEs who update the documentation and the training
- Don't make training their full-time job

# SME's as trainers & courseware developers

Create stand up classroom sessions with your SME's as "Adjunct Professors"

- PowerPoint, Prezi, SideRocket, Google Slides, etc.
- Build a training template that helps guide the SME

Record SHORT videos

- Easier to consume, revise
- Great for remediation – reminding people of what they've already learned
- ScreenFlow, Movavi, recorded WebEx/Skype

Look at some freeware games

- Jeopardy, Match Game, Hangman, QuizLet – makes retaining Verbal Information easier

There are more sophisticated tools when you are ready

- WalkMe, GoAnimate, Captive, Articulate

# Evaluate/revise

Go back to the business goal that led to the training

- What would drive the frequency of the revisions?
- What would create a need to revise?
- Make this part of your design/development decision
- Remember sustainability – don't choose a strategy that you can't maintain

The more frequent the change, the less fancy the training development

The smaller the chunks of the training, the easier and quicker you'll update it.

# Training and Documentation Do's and Don'ts

Lessons learned over the years

Training should be your last resort



Training is not marketing, but sometimes it is.

Set up your customer issue tracking system  
to capture training-related cases.

Train to tasks, not roles.

Make your training as short as possible.

Training without documentation is the cart before the horse.

Documentation doesn't always mean words.

Your team is going to learn regardless of training.  
Make sure they learn what you want.

Your documentation and training issues will not fix themselves and will only get worse.



Be satisfied with good enough.

Put your money on your fingers.

# Building your Training Strategy

Bucky Wall

CAVU Learning Consulting

843.934.9996

[buckywall@cavulearning.com](mailto:buckywall@cavulearning.com)