

# Award-winning Course Design

Adding value to your organisation's learning



## Learn our approach

If you would rather learn our approach for yourself, take our instructional design training programme.

See the 'Communication Courses' section of our website for more information

## A unique approach

We take a structured, systematic approach to content writing, resulting in flexible modular units of information that can easily be re-used or re-purposed.

## What We Offer

We can apply our cost-effective instructional design skills to help you develop:

- classroom courses
- e-learning content
- self-study materials
- webinars and online learning, and
- blended learning programmes.

With class-based courses and webinars, we can train up your internal trainers or use our skilled network of associates to deliver on your behalf.

Consider us an extension of your in-house resource. We can work with you every step of the way to make sure you are getting exactly the deliverable you need.

## An Overview of How We Work

Our flexible, modular approach means we can work with you for all or just parts of the development process. The table below provides a brief, generic overview of how we typically work:

Stage	The output from this stage is...
Plan and Analyse	A clear view of the scope, quantity and complexity of your content and the audience you are writing for.
Define the programme objective	A high-level description of what you want the entire learning programme to achieve.
Understand high-level skills	An understanding of the specific skills your learners will require to achieve the programme objective.
Capture detailed objectives	A detailed set of learning objectives to cover each of the skills already defined.
Identify learning content	A clear definition of the content and topics your learners should cover to meet your learning objectives.
Create modules and materials	A set of module outlines and appropriate learning materials to deliver your content to your learners.

**Note:** we can easily adapt our approach to fit in with your existing development process.

## An Award-winning Approach to Instructional Design

In November 2007, our instructional design work with Alliance & Leicester's intranet team won an Award of Excellence from the British Association of Communicators in Business, in the 'Best Communications Training' category of their Strategy Awards.

Their judges praised our 'holistic approach' to course design and described the materials we developed as 'stimulating and involving'. Overall, our learning programme demonstrated a 'refreshing approach' to the subject matter covered.