Thought Industries’

**10 Step Proprietary Learning Framework**

A.k.a. – *How we**utilize our time-tested methods to take your Big Ideas and turn them into a compelling and profitable learning experience.*

Based on our work with hundreds of clients, we have developed the following process which can be used by new clients or existing clients who seek to upgrade their current offerings in the platform.

*Note: This process is not always followed sequentially from Steps 1-10, as clients come to us at different levels of preparedness. We will work with you to identify where you are in your journey and will advise you accordingly.*

Here is a quick glance at our proprietary 10 Step Learning Framework:

**1. Complete your** ***Learning Experience Questionnaire***

**2. Thought Industries conducts a** ***High-Level Asset Review***

(Phone meeting to discuss Steps 1 & 2 and receive personalized guidance)

**3. Develop your** ***Learning Blueprint***

**4. Establish a** ***Replicable Cadence* for your learning experience**

**5. Populate your** ***Asset Inventory & Planning Document***

**6. Create content as needed**

**7. Upload your content to the platform**

**8. Preview your content in the platform & make necessary adjustments**

**9. Launch**

**10. Post-Launch Check-In**

(Phone meeting to review and provide feedback)

Read on for more detailed information about our process:

1. The first step in the process is for you to complete our **Learning Experience Questionnaire**. Your successful completion of this questionnaire will aid us in gaining a deeper understanding of your important goals and objectives for your learning experience. Your completed questionnaire will be reviewed by a member of our Instructional Design team.
2. Simultaneously, a member of our Instructional Design team will examine any content you have on hand that you would like to use to build your learning experience. Your Onboarding Specialist will provide you with a Dropbox link you can use to share your content with us. After concluding our **High-Level** **Asset Review** we will provide you with feedback regarding how your current content may work best in our platform.

Once you have completed the Learning Experience Questionnaire and we have conducted our High-Level Asset Review, we will then meet with you by phone to discuss our findings and determine next steps.

###

At this stage, some clients are ready to work independently, while others may benefit from a more guided approach to the development of their learning experience. We’ll let you decide whether you want to follow a **Self-Service** path or utilize our **Instructional Design Services.** Regardless of which path you take, we will provide you with access to the time-tested templates and processes used by our Instructional Design team.

Based on the level of assistance you decide you need, the next steps in this process generally unfold in the following order:

|  |  |
| --- | --- |
| **Self- Service** | **Utilizing TI’s Instructional Design Services** |
| 3. Develop your **Learning Blueprint,** which is like the Table of Contents in a book. This will help you organize your learning objectives into an information hierarchy. | 3. A member of our Instructional Design team will work closely with you to develop your **Learning Blueprint.**  (We will work together in a series of phone meeting(s) and via email to collaborate, brainstorm, and review.) |
| 4. Establish a **Replicable Cadence** for your learning experience. Decide how you will open and close each section, determine how you will use formative and summative assessments and interactive tools, and determine how frequently you will use media (video, audio) to enhance learning. | 4. We can help you to establish a **Replicable Cadence** for your learning experience. During this process, we willrecommend the best tools to support your learners’ engagement, assessments, and interactions. Utilizing your Learning Blueprint, we will recommend a structure you can use that will make the most of the tools of our platform and allow your content to shine.  (We will work together in a series of phone meeting(s) and via email to collaborate, brainstorm, and review.) |
| 5. Complete our **Asset Inventory & Planning Document,** which will serve as both a gap analysis and a communication tool. Completing this document will help you identify the assets you will need to create for your learning experience. This can be used as a communication tool for your build-out team. | 5. We will help you to complete your **Asset Inventory & Planning Document.** We will use this as a communication tool for your build-out.  (We will work together in a series of phone meeting(s) and via email to collaborate, brainstorm, and review.) |
| 6. Create additional content as needed. | 6. We will guide and support you as you create any additional content you will need for your learning experience. |
| 7. Upload your content to the platform or simply create content directly in the platform. | 7. We will either work closely to support your team as they upload content or we will upload your content to the platform for you. |
| 8. Review your learning experience in the platform. Sometimes, when you see your content on the screen, it becomes apparent that changes may be necessary. Be sure to build in some time during this stage to modify your approach if needed. | 8. Your Instructional Designer will review your learning experience in the platform, make recommendations for enhancing the learning experience, and, in some cases, make changes directly in the platform for you. |

9. **Launch!**

10. Once the first round of learners has made their way through your learning experience, our Instructional Design team likes to touch base with you one more time to see how it’s going. In this **Post-Launch Check-In Meeting** we can look at the data generated within the course and walk through the results of student surveys you provide us to determine how well your course is hitting the desired mark. We will provide you with a few next steps you may want to take to further elevate your learning experience.

And then we can chat about your next learning experience and begin the process again!