# CUSTOM-DESIGNED LEARNING - FEATURES AND BENEFITS

| Component | Concerns About Non-Customized Learning | Custom-Design Feature | Custom-Design Benefits |
|---|---|---|---|
| **Learning Needs** | *How well does the learning address our learners' identified performance 'gaps' i.e., difference between expected performance and actual performance?* | The custom-designed training design process starts with identifying and documenting the actual 'performance gaps' before designing the learning solution. | • Your learners' real learning needs are the focus of the learning.<br>• Your learners acquire 'must know' knowledge and skills.<br>• Your learners don't spend time and energy on 'nice to know' information. |
| **Organizational Culture** | *Will the learning support or clash with our organizational culture?* | Since you know your organization so well you can directly influence how the learning is custom-designed to reflect your organization's unique culture. | • Your organization's vision, values and beliefs are reinforced in the training.<br>• The learning materials are aligned with and support your organization's culture. |
| **Learning Objectives** | *How well do the learning objectives match what we need?* | Before designing the learning, you review and approve the documented learning objectives. | • You know how each component of your custom-designed learning initiative fits within your overall learning strategy (competency-based architecture).<br>• You can evaluate the achievement of each learning objective. |
| **Materials and Resources** | *How realistic and relevant is the content, examples, case studies, scenarios, and exercises to our organization?* | Your own internal experts collaborate with the design team to identify the most realistic and valuable content for the training. | • New, unique models, graphics and diagrams are designed to explain your organization's key processes, procedures and principles.<br>• Case studies are about your industry and organizational needs.<br>• Your organization's terms and acronyms are incorporated into the materials and resources. |

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| **Review and Collaboration**<br><br>- Subject Matter Experts<br>- Stakeholders<br>- Learners | *To what extent can we review and influence what's included in the learning program?* | You get to see exactly what is going to be taught, in what order, to what depth, and how well before the learning initiative is implemented. | • The review and collaboration process increases your stakeholders' and subject matter experts' buy-in and support of the learning initiative.<br>• The learning initiative gains higher credibility and value to you and your organization based on your own team's review and stamp of approval. |
| **Learning Evaluation** | *How will we know what has been learned? How effective are the evaluation instruments?* | The performance-based and custom-designed learning evaluations are directly linked to the approved learning content and process. | • You can customize your evaluation instruments based on your ROI reporting requirements.<br>• You can easily compare the learning outcomes to the documented learning objectives. |
| **Copyright** | *Who owns the copyright?*<br><br>*How restricted is the use of the learning materials?* | Your organization owns the copyright to the custom-designed learning product. You don't need to get permission from the vendor (author, designer) to revise, copy, or enhance the learning materials. | • You can save time and money by having your own internal employees make any updates or changes, as necessary.<br>• There's no ongoing vendor contracting needed to revise the materials (and the associated costs).<br>• You can freely share the materials with other divisions in your company. |

**ABOUT THE AUTHOR**

Valerie Dixon, President of Learnware Design Inc., is a leading expert in the field of Training and Development. Valerie has over 40 years of experience in all aspects of training needs analysis and multi-media based learning design - including designing competency-based technical and management training programs, managing training designers and major training design projects and facilitating the successful implementation of training initiatives within both the private and public sectors.

Learnware Design Inc. offers a wide variety of training programs, tools and resources needed to achieve *Accelerated Competence™* – helping corporations, employees, training professionals and individuals learn faster, better and smarter.

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