

Quick Guide 1: Matching Program Type to Learning Media

Program Type	Goal	Typical Learning Objectives	Consider the following media
<p>Type 1: Information Broadcast: explain basic facts and information, give updates</p> <p><i>Follow up training typically falls into category 3 and 4 programs</i></p>	<p>Impart information as broadly and quickly as possible.</p> <p><i>e.g. New product launch</i></p>	<p>E.g. new product launch.....</p> <ul style="list-style-type: none"> •Tell learners new product has been introduced •Get learners to name and describe product and how it fits into current set •Have learners identify three ways new product affects the company and their roles •Tell learners additional training is available and why they need it 	<ul style="list-style-type: none"> <input type="checkbox"/>Conference Calls <input type="checkbox"/>RILT (live or recorded) <input type="checkbox"/>Rapid e-learning <input type="checkbox"/>Podcasts <input type="checkbox"/>Videos <input type="checkbox"/>Books
<p>Type 2: Critical Knowledge Transfer : understand context, ask questions</p> <p><i>Accounts ~ one third of corporate training</i></p>	<p>Transfer critical new knowledge to build on existing skills and apply them to a new area or change</p> <p><i>e.g. Update to a software application.</i></p>	<p>Primarily updating people with new information (“delta training”), not training them on entirely new areas.</p>	<ul style="list-style-type: none"> <input type="checkbox"/>RILT (live or recorded) <input type="checkbox"/>Rapid e-learning <input type="checkbox"/>eClips <input type="checkbox"/>Conference Calls <input type="checkbox"/>Job aids/FAQs <input type="checkbox"/>Podcasts <input type="checkbox"/>Videos
<p>Type 3: Skills and Competency: practice application of process/skill</p> <p><i>Make up core of most training portfolios</i></p>	<p>Develop new skills and competencies.</p> <p>Training should include introductory material, demos, practice, assessment, coaching</p>	<p>Consider program as set of parts:</p> <ol style="list-style-type: none"> 1. Introductions and context setting (use Type 1 media) 2. Hands on training and practice 3. Post-training coaching and follow-up 	<ul style="list-style-type: none"> <input type="checkbox"/> Interactive RILT <input type="checkbox"/> ILT <input type="checkbox"/> Interactive eClips <input type="checkbox"/>Practice questions/scenarios <input type="checkbox"/>Assessments/quizzes <input type="checkbox"/>Open mic sessions/tele-clinics <input type="checkbox"/>Job aids/FAQs
<p>Type 4: Certified Skills and Competencies: certify that learner has reached right level of proficiency.</p> <p><i>Most important issues are assessment, tracking and documentation</i></p>	<p>Assess skills; confirm understanding of responsibilities; track completion.</p>	<p>Similar to type 3 but also include assessing learners and establishing criteria for pass or fail.</p>	<ul style="list-style-type: none"> <input type="checkbox"/>Validated e-learning <input type="checkbox"/>Assessments (Pass/Fail) <input type="checkbox"/>Read and Understand Modules