“Benchmark” is in our organization defined as ‘starting with something simple and continually improving it into something great without ever giving up’

INTRODUCTION

This design case shows how one L&D department used available tools and training to develop a new managers development program. Learners and facilitator were in three locations across the USA. E-learning was combined with live online discussion sessions, book reading, job-shadowing, and application assignments to create an inspiring learning community.

PARTICIPANT EXPERIENCES

“The elearning was surprisingly challenging and useful.”

“Discussions brought real-life knowledge into the course.”

“Shadowing a more strategic person gave me great insights.”

ARTIFACTS

16-week blended learning course combining e-learning and online discussion sessions included:
- guest speakers
- book discussions
- job shadowing
- application assignment

CRITICAL DESIGN CHOICES

- Use of social networking tools to create a community of learners.
- Involve managers in real-world application assignment to increase transfer of learning

RESULTS

- All interviewees are overall positive about the course.
- 50% completion.
- 100% elearning completion.
- Lack of time, lack of a clear end, and desire for more structure

RECOMMENDATIONS

- More practical applications
- Include face-to-face event
- Clear deadlines
- Job aid
- Discuss participant projects
- Next course for the fall of 2019

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