

# Executive Summary

## The Context:

Growing remote-first company with new entry-level 6-month contract-to-hire employees

## The Opportunity:

By improving the onboarding process and providing new employees with a comprehensive learning experience, we can enhance their sense of connection, alignment with organizational goals, and skill development. This, in turn, can lead to reduced turnover, improved job performance, and a more engaged and productive workforce.

## The Recommendation:

Key stakeholders, including project sponsors, human resources, talent management, experienced designers/mentors, team leads/managers, and industry experts/thought leaders, should collaborate to ensure the program's success. They will play crucial roles in providing guidance, insights, and expertise to create an effective and meaningful learning experience.

- The program, titled "Getting Connected," aims to provide new employees with a sense of connection, alignment with organizational goals, and skill development.
- The organizational readiness score indicates the need for improvement, requiring collaboration among key stakeholders, including project sponsors, human resources, talent management, experienced designers/mentors, team leads/managers, and industry experts/thought leaders.
- The program's blueprint outlines the course content, target audience, objectives, modality, experiences, and structure.
- By the end of the course, participants will gain a comprehensive understanding of the company's mission, values, and culture, develop relationships with colleagues, align personal goals with organizational priorities, identify opportunities for growth, and contribute to team and company initiatives.

## Analysis:

Weeks 1-3 Past/Current

## Design:

Weeks 4-5 Outline and storyboard

Weeks 5-6 Identify and recruit SMEs

## Development:

Weeks 7-9 Content and assessments:

## Implementation:

Weeks 10-11 Testing

Week 12 Refining

Week 13 Launch

## Evaluation:

Ongoing

## Reiteration

LXD now saves money and time, promotes current employees, and continues growth.





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## Vision

Imagine learning experiences where new employees feel connected to the company, aligned with goals, and ensured of skill development.

## Big Idea

### TALENT RETENTION

What we found:

We currently have a 90-day onboarding process. Effective onboarding programs can help new employees feel welcome and engaged in their new roles, reduce turnover, and improve job performance.

Organizational Readiness score: 3.2/5

Target audience; key people from your People Map needed for success – inside and outside your organization

1. Project sponsor or manager: This person will be responsible for overseeing the project and ensuring that it meets the organization's goals and objectives. Provide guidance on the scope of the project, timeline, and budget.
2. Human resources and talent management: Regarding the onboarding process and policies, as well as provide insights into the challenges that new hires face when joining the company.
3. Experienced designers or mentors: Engaging with experienced designers or mentors to create an effective learning experience.
  
4. Team leads and managers: To extrapolate upon the specific skills and knowledge that new hires need to be successful. They will also provide feedback on the learning experience and help ensure that it aligns with the team's goals and priorities.
5. Industry experts or thought leaders: To provide insights into the skills and knowledge that are *currently* in demand in the industry.

Functional Readiness score: 4/5

Key Areas:

- strategy planning
- Current assets
- Design
- project management
- deployment activities.

Technical Readiness score: 5/5

Key Areas:

- Platform: NovoEd
- Virtual ILT tech: Zoom
- E-learning authoring software: Articulate, Captivate, Camtasia
- Collaboration tools: Teams, Google Suite, Slack,
- LMS



## Blueprint

Course Name: Getting Connected

### Description

This course is designed to help new employees feel connected to the company and its goals, while also developing the skills they need to thrive in their roles. Through a combination of interactive activities, case studies, and self-assessments, participants will learn how to build relationships with their colleagues, align their work with the company's vision, and create their own opportunities for growth and development.

### Audience

The course is designed for new employees, particularly those who are early in their careers and may be unfamiliar with the company's culture and expectations. The content is applicable to employees in a variety of roles and functions, from entry-level positions to mid-level management.

### Objectives

- Analyze the company's mission, values, and culture to develop a comprehensive understanding of how they relate to the organization's goals and objectives.
- Evaluate the benefits of building relationships with colleagues and stakeholders, and create a strategic plan for establishing and maintaining these connections.
- Synthesize the company's vision and strategic objectives to develop a personalized plan for aligning individual goals with organizational priorities.
- Evaluate different opportunities for professional development and skill-building, and choose appropriate resources to support ongoing growth and development.
- Create a sense of belonging and connection to the company's culture and community by applying effective communication and collaboration strategies and contributing to team and company initiatives.

### Modality

- Virtual IL & e-learning (self-paced and enduring),
- Monthly Kickoff w/collaboration teams assigned.
- Use: Zoom, Teams, Google Suite and our LMS and Platform for submissions (Submissions are documents, videos, forms, etc.)

### Experiences

1. Pre-course - introduce participants to the company's mission and values, and help them start thinking about how their role fits into the bigger picture. Req: intro video & profile
2. Group discussions and peer-to-peer networking - help new employees build relationships and feel connected to their colleagues and the company's culture.
3. Role-play - practice communication and collaboration skills
4. Submissions - Video & self-reflection to identify their strengths and areas for growth.
5. Integrated Work - shadowing or mentorship opportunities to provide additional learning and development opportunities.



## Content

An introduction to the company's mission, values, and culture. - Create  
Tips and strategies for building relationships with colleagues and stakeholders, including communication skills and networking best practices. - Curate  
On-the-job learning and formal training programs. - Provided 50%  
Best practices for staying connected to the company's culture and community, such as participating in social events or employee resource groups. - Create

By the end of the course, participants will be able to articulate the company's mission and vision, and identify how their role contributes to the achievement of those goals.

By the end of Weeks 7-8, learners will be able to engage in effective brainstorming and ideation activities within their teams, Actively participate in virtual workshops and submit an outline or objective for a creative project.

Weeks 9-10, learners will have a good understanding of different management styles lessons 80% accuracy and actively participate in the interactive workshop on giving and receiving feedback with at least 1 submission.

Submit a collaborative activity and demonstrate an understanding of data usage through lessons or quizzes. Within 60 days of completing the course, participants will schedule at least one coffee chat or lunch meeting with a colleague outside of their immediate team.

By the end of the course, participants will have developed at least two professional development goals that align with the company's strategic objectives.



## Elevator Pitch

"Imagine a new employee joining our company, feeling disconnected and unsure about how to align with our goals and values. This is a common problem that can lead to talent loss and lower morale. But we have a solution: a learning experience course focused on talent retention. By developing a strong understanding of our culture, building relationships with colleagues, aligning individual goals with company objectives, identifying opportunities for growth, and fostering a sense of belonging, our employees will feel connected and invested in our success. Our primary audience is new hires, but our entire team will benefit from a more engaged and productive workforce. To make this happen, we need the support of our LXD team, HR, and managers to collaborate on creating a meaningful and effective learning experience. Let's work together to empower our employees and achieve our goals."



## Design Timeline:

### Previously

- Conduct a needs analysis to better understand the specific learning needs of new employees and identify any gaps or challenges.
- Create empathy maps and learner personas from each department.
- Research and select an appropriate learning management system (LMS) to host the course content.
- Schedule a meeting with key stakeholders to discuss the course objectives and gain their buy-in and support.

### Next Two Weeks:

- Develop a course outline and identify the key learning activities, content, and assessments.
- Create a storyboard or rough draft of the course content to ensure alignment with the learning objectives and address any gaps or challenges.
- Identify and recruit SMEs from each department to contribute to the course content.

### Next Month:

- Develop the final course content and assessments.
- Conduct a pilot test of the course with a small group of employees to identify any issues or areas for improvement.
- Refine the course content and activities based on feedback from the pilot test.

### Next Two Months:

- Launch the course to all new employees and promote it through various channels
- Monitor the course completion rates and gather feedback from participants to continuously improve the course.
- Evaluate the effectiveness of the course by measuring employee satisfaction, retention rates, and performance metrics.

Are you Ready  
to GET  
CONNECTED





Learning Experience Design	Course Name	Getting Connected
<p>These are your high-level thoughts. You will expand on these ideas in your LXD Plan for Design Leads.</p>	<p><b>Description</b></p>	<p>This course is designed to help new employees feel connected to the company and its goals, while also developing the skills they need to thrive in their roles. Through a combination of <b>interactive</b> activities, case studies, and self-assessments, participants will learn how to <b>build relationships</b> with their colleagues, <b>align</b> their work with the company's vision, and <b>create</b> their own opportunities for growth and development.</p>
	<p><b>Audience</b></p>	<p>The course is designed for new employees, particularly those who are early in their careers and may be unfamiliar with the company's culture and expectations. The content is applicable to employees in a variety of roles and functions, from entry-level positions to mid-level management.</p>
	<p><b>Objectives</b> High-level for the entire course. Make sure they're learner-centric.</p>	<ol style="list-style-type: none"> <li>1. <b>Analyze</b> the company's mission, values, and culture to develop a comprehensive understanding of how they relate to the organization's goals and objectives.</li> <li>2. <b>Evaluate</b> the benefits of building relationships with colleagues and stakeholders, and create a strategic plan for establishing and maintaining these connections.</li> <li>3. <b>Synthesize</b> the company's vision and strategic objectives to develop a personalized plan for aligning individual goals with organizational priorities.</li> <li>4. <b>Evaluate</b> different opportunities for professional development and skill-building, and choose appropriate resources to support ongoing growth and development.</li> <li>5. <b>Create</b> a sense of belonging and connection to the company's culture and community by applying effective communication and collaboration strategies and contributing to team and company initiatives.</li> </ol>
	<p><b>Modality</b></p>	<p>Blended, Virtual IL &amp; e-learning (self-paced and enduring) Monthly Kickoff w/collaboration teams assigned. Use: Zoom, Slack, Google Suite and our LMS.</p>
	<p><b>Experiences</b> Think broadly (collaboration tools, role plays, video submissions, pre-course, outside of course).</p>	<ul style="list-style-type: none"> <li>• <b>Pre-course</b> - introduce participants to the company's mission and values, and help them start thinking about how their role fits into the bigger picture. <b>Req: intro video &amp; profile</b></li> <li>• Group <b>discussions</b> and peer-to-peer networking - help new employees build relationships and feel connected to their colleagues and the company's culture.</li> <li>• <b>Role-play</b> - practice communication and collaboration skills</li> <li>• <b>Submissions</b> - Video &amp; self-reflection to identify their strengths and areas for growth.</li> <li>• <b>Integrated Work</b> - shadowing or mentorship opportunities to provide additional learning and development opportunities.</li> </ul>
	<p><b>Content</b> What do you currently have that can be utilized/modified and what may need to be created? Are there any gaps or challenges?</p>	<ul style="list-style-type: none"> <li>• An introduction to the company's mission, values, and culture. - <b>Create</b></li> <li>• Tips and strategies for building relationships with colleagues and stakeholders, including communication skills and networking best practices. - <b>Curate</b></li> <li>• On-the-job learning and formal training programs. - <b>Provided 50%</b></li> <li>• Best practices for staying connected to the company's culture and community, such as participating in social events or employee resource groups. - <b>Create</b></li> </ul>

Empathy Map  
Allison, JR  
Graphic Designer

DOES

Participates in some group activities but mostly works independently.  
Takes feedback well and makes revisions to her work.  
Communicates primarily through email and messaging rather than video calls.  
Completes her work on time and to a high standard.  
Seeks out resources online to improve her skills.

THINKS

"I'm worried that I won't be able to keep up with the rest of the team."  
"I'm not sure if my work is good enough."  
"I'm afraid of looking stupid if I ask questions or speak up in meetings."  
"I want to learn and grow, but I'm not sure how to do that in the remote environment I prefer."

SAYS

"I'm excited to be part of the team, but I feel a bit intimidated."  
"I prefer to work independently and don't always feel comfortable participating in group activities."  
"I want to contribute to the team and be appreciated for my work."  
"I'm still learning and need guidance, but I don't want to seem like I'm asking too many questions."  
"I'm eager to improve my skills and take on more responsibility."

Anxious about fitting in with the team.  
Insecure about her skills and knowledge.  
Valued when she receives positive feedback.  
Eager to learn and grow.

FEELS





**E-Learning**



**ILT Workshops**



**Coaching**



**Teams**



Part	Module Name (Core Modules)	Module Objectives	Time (hrs/mins)	Modality (In Person, Virtual, Platform)	Experiences (Assignments, Discussions, Polls, Groups, Teams)	Content / Supporting Resources (General content ideas, Specific Existing, New)
0	Pre-Course Work	Introduce Self, Set up profile, communication network, onboarding checklist	Varies	Platform + Submission	Virtual Discussion w/manager & HR Poll (e-learning platform) Submission Intro Profile Additions Slack/Teams setup	Handbook, Equipment and communication establish login platform - Existing NEW - create gamification leaderboard/badges
1	Getting acquainted. Week 1-2  Week 3-4	5 Lessons Identify Mission Understand Role Interview Manager/Lead Submit Feedback Identify track for split	A: 5 hr B: 1.5 h + .5 hr submission	a.Platform  b. Virtual + submission	a.Introduction to the company's culture, values, & expectations for new hires, Knowledge Checks b.Interactive activity how to communicate with team members	Onboarding checklist- Existing, Resources
2	Getting Started. Week 5-6	3 Lessons Select correct track Refresh core responsibilities Identify best practices	A: 3-5 hr - incl submission B: 1.5 h + .5 hr submission	a.Platform  b. Virtual + submission	a:Microlearning module on best practices and techniques spec to role (split: tech / creative / support / customer service /managerial)t	NEW create from existing job description outline. Existing Camtasia How-To for each role, Curate Best Practices + Quiz all tracks as outlined
3	Getting Creative Week 7-8	Create and communicate an idea or approval of an idea and analyze the benefits of an "Open Door" culture	Varies	A: Virtual workshop teams Creativity B: Platform Submission	Interactive activity on brainstorming and ideation (all teams)	NEW - Create Outline, objective
4	Getting Better a.Week 9-10 b.Week 11-12	3 Lessons Identify Management styles Communicate effectively with team	A: 2 hr B: 1.5 h + 1 hr submit	a.Platform  b. Virtual + submission	a:Microlearning module on project management b: Interactive workshop on giving /receiving feedback	NEW Gamification introduced - create leaderboards, etc
5	Getting Together a.Week 13-14 b.Week 15-16	Communicate effectively to meet deadlines Understand how we use data across all teams (4 lessons)	A: Varies B: 1-2 hours	a.Virtual  b. Platform	A: Collaboration and teamwork Activity to submit and submit a takeaway. B: using data to inform decision-making lessons to better understand others' roles	B: Use existing "Data" recordings from each dept. NEW - Quiz
6	Getting Connected! a.Week 17-18 b,Week 19-20	Analyze how storytelling benefits creative and tech teams Demonstrate how to prioritize tasks and communicate schedule conflicts	A: 1.5 hours B: .5-2 hour	a.Virtual + submission B Platform	Storytelling workshop & takeaway Time Management + Mock calendar re: How to communicate activity feedback	B: Curate content re: Time Management NEW - activity and mock calendar
7	Getting Ahead a.Week 21-22 b.Week 23-24	Identify own needs for growth, articulate feedback / /review of position and role-fit. (Platform activities before and after virtual meetup)	A: 1-2 hours B: Varies	A.Platform B: Virtual + submission	Complete what to expect from company coaching module, choose virtual coaching, private coaching or as needed; complete Career Development and Goal Setting workshop, set appointments for next 90 days w/ team lead, etc	Use existing "Virtual Coaching module", Update existing 1:1 coaching outline as per HR,