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| Content Readiness Success Factors – Part 1There are three essential questions critical to the success of training programs. Clear answers to these questions prior to starting a training program improve the quality of the training and efficiency of the development process: |
| 1. | Has the business need been clearly identified and is the training requirement of that business need articulated? |
| Have you identified the required behaviors, knowledge, or skills?Are the desired business outcomes defined? Reduced errors, lower costs, improve cycle time, increase productivity, increase revenue. |
| 2. | Have you defined the characteristics of your audience and its existing knowledge? |
| Have you defined what they know now? |
| Have you defined what do they need to know? |
| Have you identified the optimal learning style? |
| 3. | Have you identified the existing material that currently supports this training need? |
|  | Do you have all the materials necessary for development? |
|  | Are the source materials current? |
|  | How much information is SME knowledge? |
|  | Is the SME clear on the purpose of the course and the learning objectives? |
|  | Is the SME in alignment with the proposed learning strategy? |

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| Content Readiness Success Factors – Part 2We typically assume that #1 and #2 are pretty well defined (the better expressed, the better the outcome.) But we often see clients struggle with defining the nature and readiness of the content. Here are five key questions vital to assessing the status of content readiness: |
| 1. | Have you identified the specific content/resource materials that will support your training? |
| Do you have all the content required? |
| Is there an existing course?  |
| Is the existing course content accurate and current? |
| Is there more than one SME involved? |
| Are the source materials kept current through an established revision cycle? |
| Have you identified the tools, materials, resources that users will have to be able to interact with? |
| Are your resources available for access now for the development team? |
| 2. | Have you explored this content at enough depth to establish learning objectives? |
| Have you identified the amount of new courseware to be developed? |
| Do you have learning outcomes that link to business outcomes? |
| Do your learning objectives link to specific knowledge, skills or behaviors? |
| Does your client support the defined learning objectives? |
| 3. | Does the nature of the business need, learning environment, and content call for a particular learning strategy? |
| Have you identified a specific learning strategy to match the user environment? |
| Have you identified types of instructional devices to support the learning strategy? (job aids, scenarios, etc.) |
| Have you identified learning objectives? |
| Do you have an outline for what you want to accomplish? |
| 4. | Have you identified any assessments? (if needed) |
|  | Does your assessment content align with the objectives? |
|  | Do your assessment questions align with your learning objectives? |
|  | Have you identified the most critical assessment elements? |
| 5.  | Have you determined which additional support resources you’d like available to learners to help ensure success of the program? |
|  | Have you identified other resources to refer the users for reference? |
|  | Have you identified any other tools to support the learning (job aids, performance support materials, and/or additional learning programs)? |
|  | Are there supplemental programs that support the learning event? (communication plan: email campaign or notifications) |