

D2L

Level Up Your Learning Strategy – Part 2
Content Strategy

Your Presenters



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Agenda

1

Recap Part 1

2

Content Strategy

3

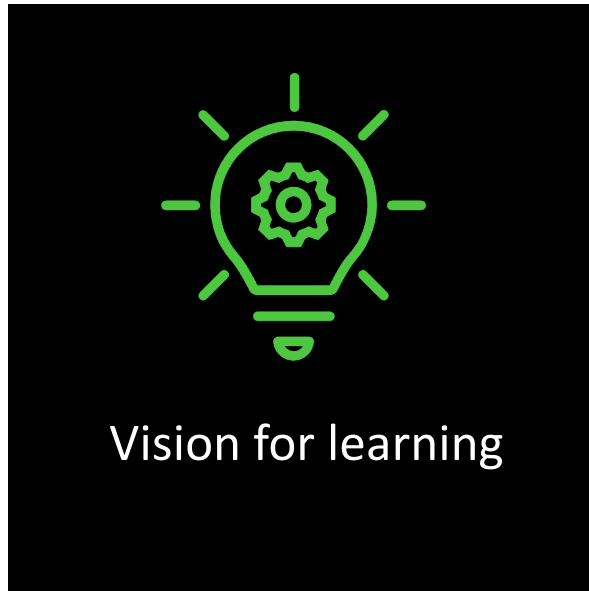
Content Roadmap

4

Learning Path

Recapping Part 1

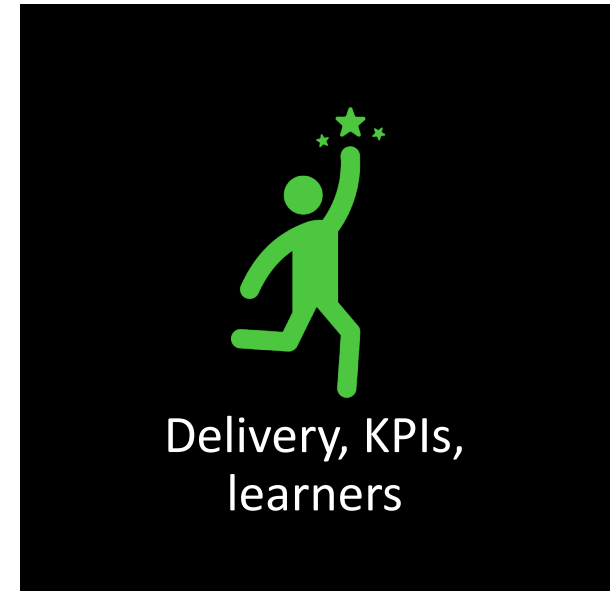
Here's where we left off...



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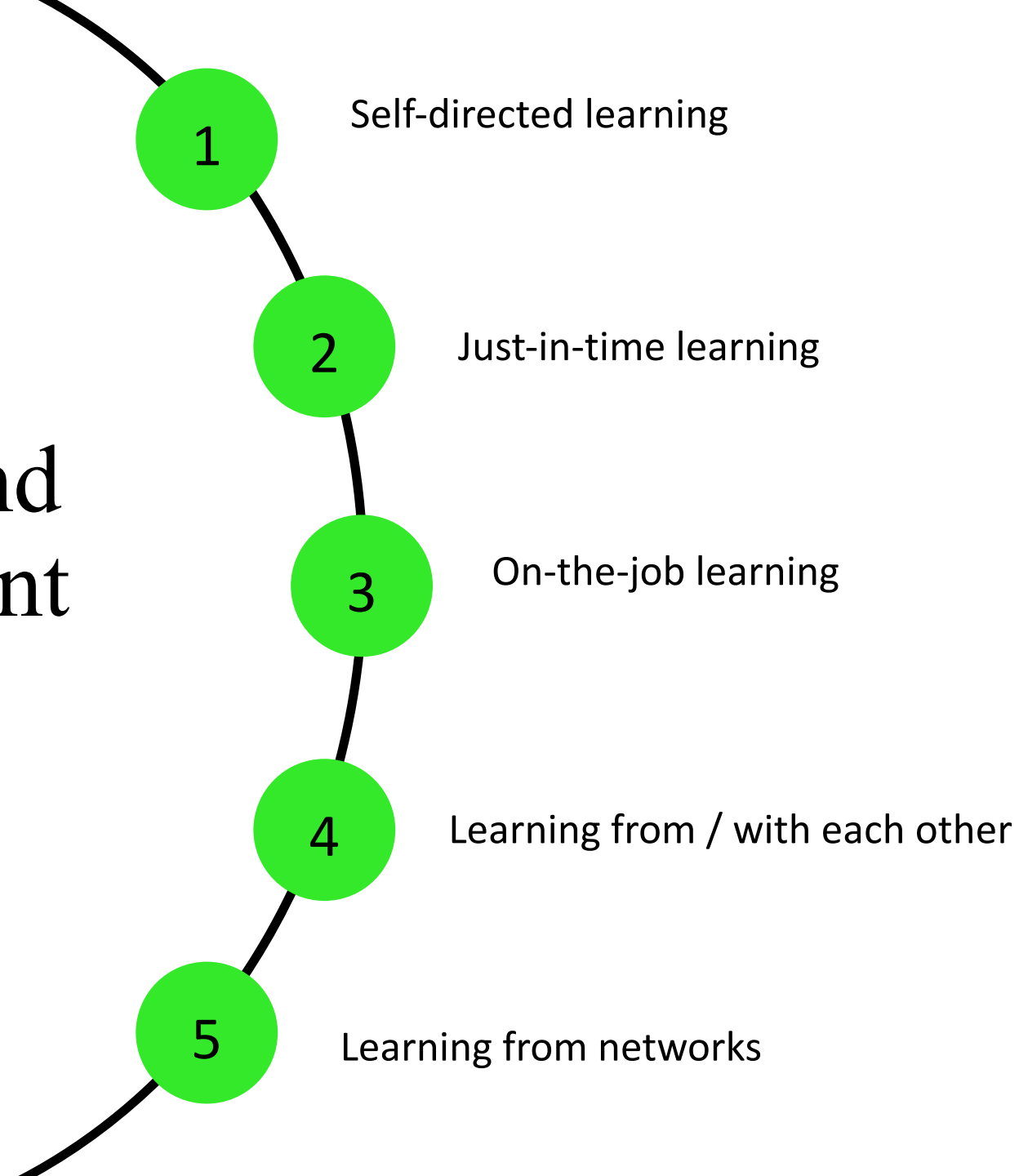
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Content Strategy

An agile organization requires agile content

Recent Trends in Learning and Development



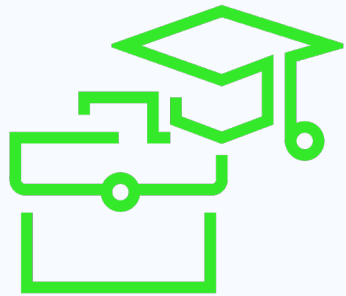
A New Understanding of Content

- What is content?
- Content as an asset
- Support for content creation, management, and delivery



What is a Content Strategy?

And what is the purpose of developing one?



The right content



The right user



The right time



Strategic planning
of content creation,
delivery, and
maintenance

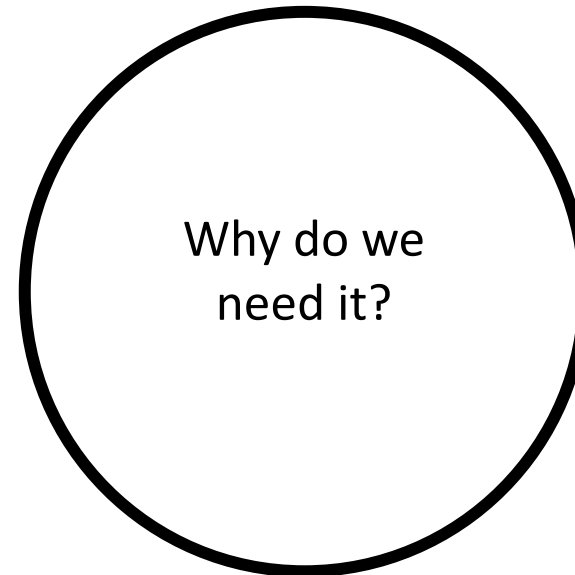
An Effective Content Strategy

An effective content strategy needs to answer the following questions:

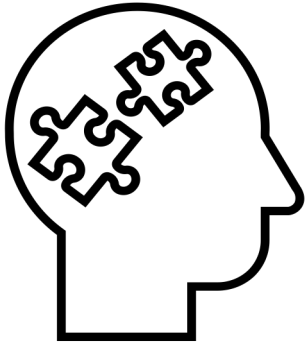
WHAT



WHY

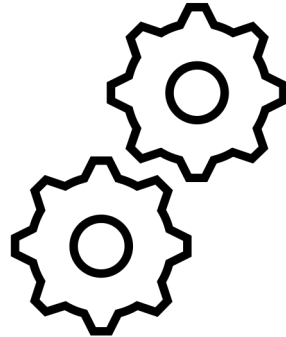


Answering the What and Why about Content



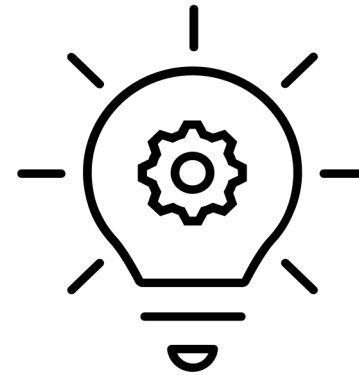
1. DESIRED BEHAVIOURS

based on business goals



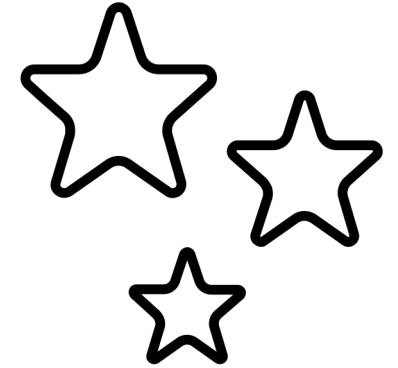
2. REQUIRED SKILLS

for performing those behaviours



3. NEEDED KNOWLEDGE

for mastering the skills



4. MOTIVATION

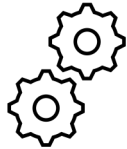
for completing the learning

Content Strategy Example



1. DESIRED BEHAVIOURS

Follow up with prospects once a week



2. REQUIRED SKILLS

Time management, active listening, communication



3. NEEDED KNOWLEDGE

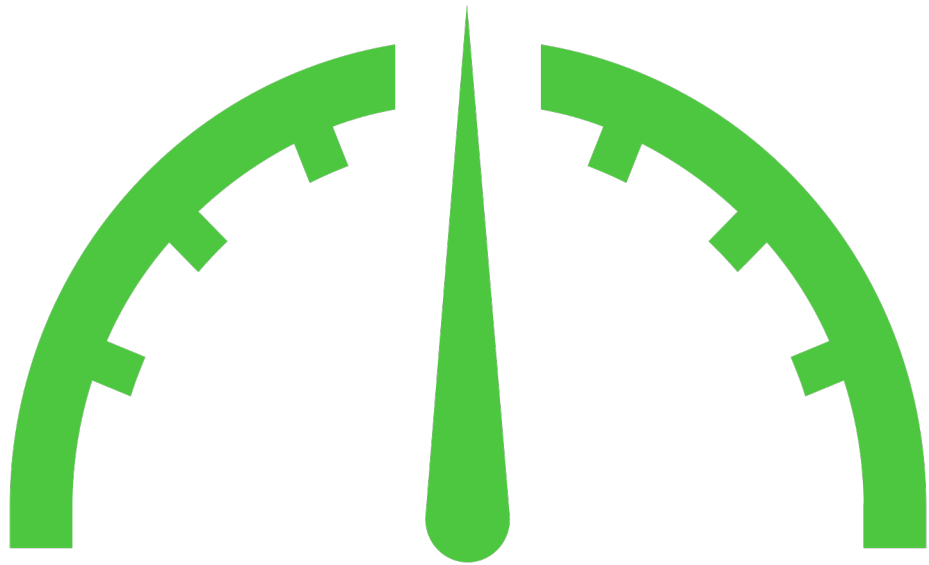
Sales process, sales software



4. MOTIVATION

Increased sales commission

Importance of Measurement



KPIs

Outcome-based / Business-based metrics

Course metrics

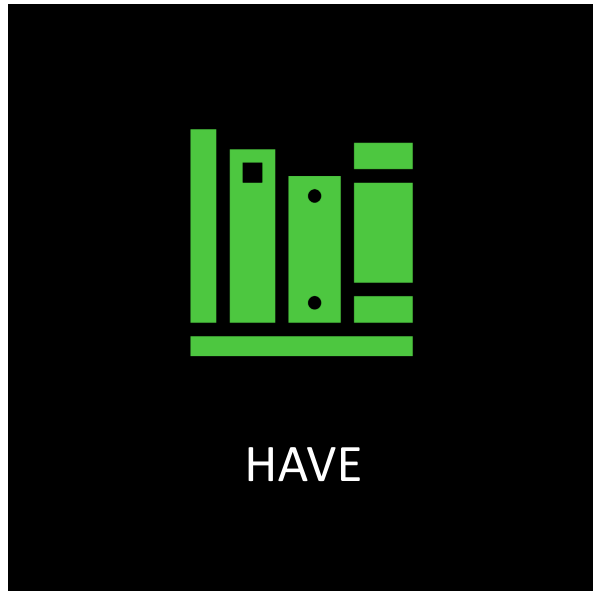
Content metrics

Content Roadmap

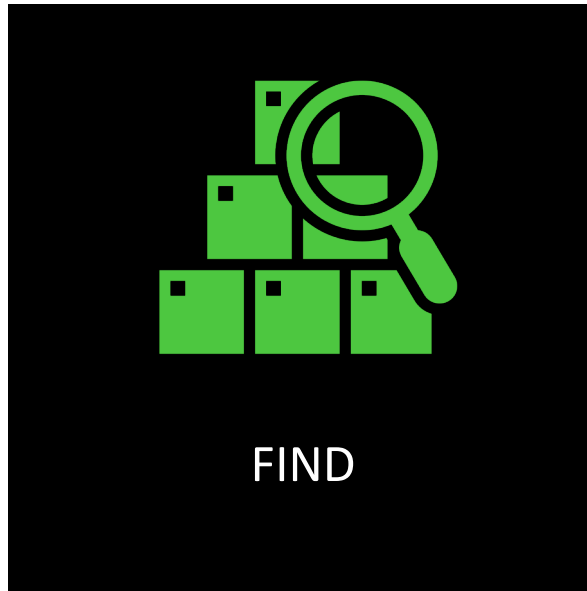
What do you have and what do you need to create?

Content Roadmap

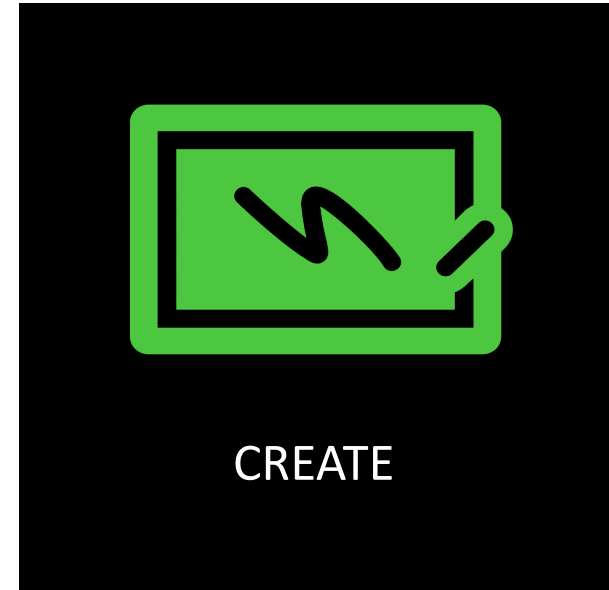
A place to document the content you plan on curating for your learning strategy



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Content Roadmap Example

Subject	Learning Outcome	Content Topics Required	Content Available	Content Needed
Introduction to leadership	1. Identify the 6 recommended steps leaders should take to resolve conflict in the workplace	Creating an open environment Clearly articulating what the conflict is Asking questions to gain insight on the conflict Finding common ground Brainstorming potential solutions Developing a plan for next steps	Leading Effectively Staff. (2021, March 23). <i>How to resolve conflict in the workplace: Center for Creative Leadership</i> . CCL. Retrieved February 11, 2022, from https://www.ccl.org/articles/leading-effectively-articles/calm-conflict-in-the-workplace/	<ul style="list-style-type: none"> - Case scenario - A video

What do You Have?

1

Training manuals / handouts

2

Resources from in-person training sessions

3

How-to videos or instructions

4

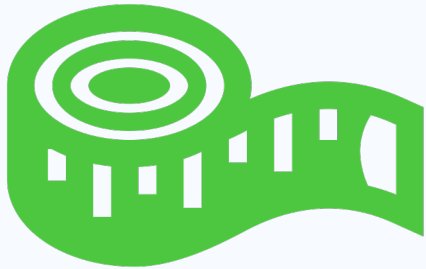
eLearning content

5

FAQs

How Good is What I Have?

What is the value of the existing content? If it won't work, leave it out



Too long?



Is it specific?



Is it outdated?



Does it meet
business goals?

What Can You Find?



Sources of Content

Open education resources (OERs)

YouTube

LinkedIn Learning

Creating New Content

- Identify your SMEs
- Interview your SMEs
- Identify the need-to-know information



Learning Path

When and how will learning be distributed?

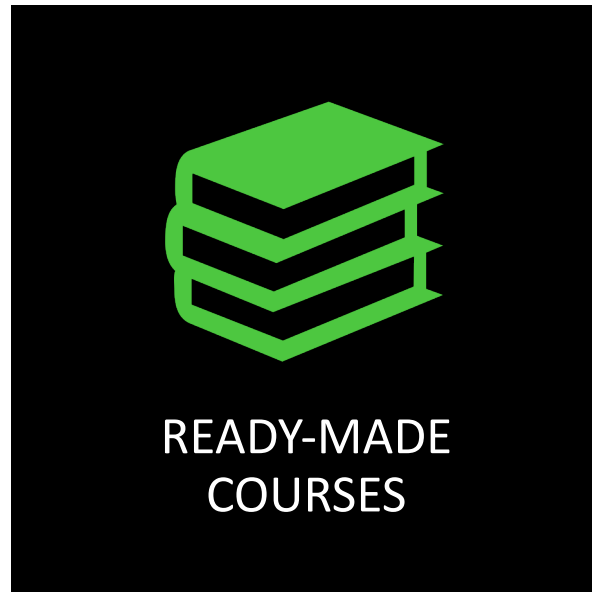
Planning your Learning Path

- Determine how and when your content will be delivered to learners
- What is the best pathway to support learning?
- Consider how Brightspace can support your learning path



We're Here to Help

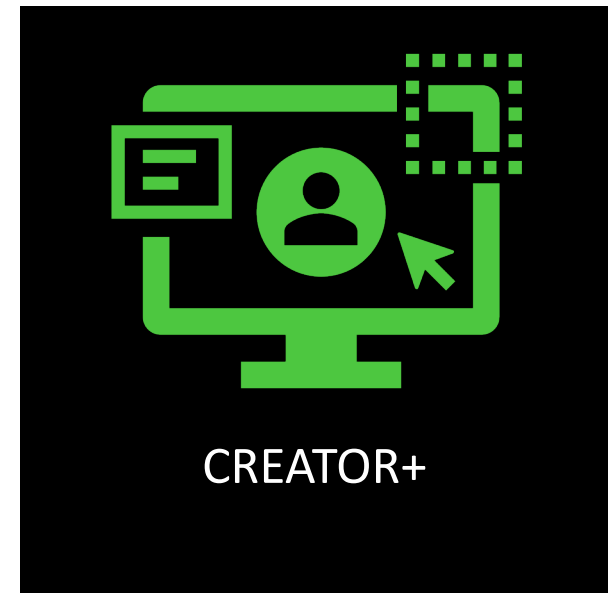
D2L can help you put that content to use. We'll learn more about these solutions in the next episode.



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Time to Design

Here's what we've accomplished so far:



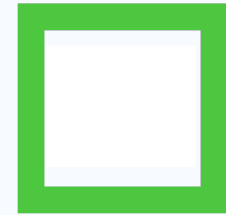
Content strategy



Content roadmap



Learning path



Instructional design
strategy

Next Part

Level Up Your Instructional
Design Strategy

May 9, 2023

