

Meet the Speakers:

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Altitude and Attitude – Delta Airlines Outsourcing Training Achieves New Heights

Jane Hubbard
Director, Learning Services
Delta Airlines



Strategic Challenge:

At Delta Airlines, we have never been afraid to try new ways of investing in our employees who in turn serve our global customers. Like all airlines, we are an integral part of the world economic infrastructure and as such we take our role seriously when it comes to ensuring our long-term success and viability. We constantly face financial challenges while continuing to provide safe, distinctive service. Particularly as a legacy airline, with fuel and capital costs escalating, economic drivers put increasing pressure on competitive service levels. Our employees play the pivotal role in streamlining operating processes, delivering the value and incenting our customers to choose us every time they fly.

Solution:

We have carefully chosen to outsource our human resource business process operations, including design and development of elearning and administrative training services for our 55,000 employees. Our goal is to decrease training costs, increase throughput and improve quality giving our employees more options than ever to train on a flexible basis. We are demonstrating our commitment to both customers and shareholders to deliver the highest value possible in an ever changing industry.

Key Lessons Learned:

- In order to be successful, have to view this as a partnership
- Clearly define roles and responsibilities
- Need a corporate learning council structure for the relationship with the outsourcers to be effective
- Need a centralized prioritization, standards and quality structure in both companies for this to work
- It is an interactive process and payback will not be significant in the first year
- Given that it is done correctly, should be considering how to expand through out corporate design and development
- Subject Matter expertise is key to success and cost reduction
- There cannot be another avenue for corporation to go for elearning if cost reduction is to be realize.



Rapid E-Development

Lainie Hoverstad
eBusiness Analyst
Deere & Company



Strategic Challenge:

The eBusiness department develops web-enabled solutions to complex business processes for dealers and customers. The online help documentation answers many questions about how to use a particular application, but sometimes it's not enough.

That was the case with our new online demo scheduling system that required both field staff and dealer personnel to regularly utilize the new system. The system itself was easy to use—but it required someone to simply “show” the user how it works. At the time, the department had a limited budget—yet still needed to teach a national field staff and dealer group how use the system.

Solution:

We created an online demo using Camtasia in just a few hours. We published the demo onto the Intranet for Company and Field Staff. We even created an online flash-video tutorial training CD with audio and interactive video screen captures in less than a day to distribute to dealers at an upcoming sales meeting. It was easy to do—and the best part: it was inexpensive.

The software does more than just training demos, and there is more than one software to choose from. I'll show several options.

Key Lessons Learned:

CLASS DESCRIPTION:

If you thought the world of multimedia full-motion video tutorials or flash demos belonged to professional graphic designers or departments with large budgets, think again. Invest as little as \$299 or less for Camtasia Video Capture software, and you'll be on your way to creating software demos, online tutorials, training CDs, usability testing, interactive flash simulations – and more. And the good part: no multimedia experience necessary. It's a secret skill worth having – just don't tell everyone (or the whole world will be doing it). I promise you the software is easy to learn and use. And the results are outstanding. In the class, I'll show you how to create online flash tutorials with audio voice-overs, looping product demos, and usability testing exercises. I'll also touch on other software programs new to the market that do the same thing. You'll be glad you came!



Rapid E-Development

Colleen Fuhs
Manager - Enterprise Learning Services
Northwest Airlines, Inc.



Strategic Challenge:

As a result of the aftermath of 9-11, and with the airline industry especially hit hard, NWA needed to take drastic measures. Over ½ of all training departments across NWA were cut. One of those areas included the multimedia development group within Enterprise Learning Services. This group develops computer based training for several large departments including: Reservations, Cargo, Ground Operations, In-flight and Safety.

All employees remaining were now fulfilling the roles of at least two full time positions and at the same time, needing to learn new job functions and technologies as quickly as possible. The multimedia development group was still expected to develop the same amount of training content – but now with only one half the staff.

After extensive research, we could not find any authoring tools available in the market that met our needs (or affordable). This forced us into the decision that we needed to design a content authoring tool internally to assist us with rapid web based training development.

We wanted to ensure the development was easier and more efficient for the Subject Matter experts. We needed a tool that utilized one database for all those working on the development – instructional designers, developers, graphic artists and subject matter experts.

Solution:

The internally developed authoring tool came to be known as foo (Flash Object Organizer). This tool uses a dynamic template based approach with one repository (database). Active server pages communicate between the templates and the database. Flash is used to run the courses. _foo allows developers, graphic artists, instructional designers and SMEs to work in the same environment. Design, development and maintenance reside in the same location along with all content, assets and SME changes. The tool also allows anyone involved with the development to work onsite or remotely. Most of our development team did not have flash programming skills.

This tool does not require Instructional Designers and SMEs to have Flash programming skills due to the template approach. This approach cut the development time in ½ - even based against industry averages. It eliminates the lag time between design and development. The power behind the tool also lies in the way that we are able to use reusable objects. By re-using objects such as graphics or content we can design a course for Ground Ops with an A330 airplane graphic and re-use the identical graphic in a Flight Ops course, Inflight course, Tech Ops course, etc. If the graphic is changed, it will dynamically change the object in all courses.

Key Lessons Learned:

- Don't out grow your technology too quickly. Ensure you consider during the tool development process that your solution could in fact end up being an enterprise solution. We should have chosen a different tool in which to build the authoring tool.
- Don't underestimate how quickly the customer will want to move forward. We did not anticipate how quickly we'd need to move into Phase II.
- Don't under estimate the importance of holding SME training sessions on the tool before each development effort.
- Don't under estimate the value of holding mentoring sessions on the instructional design process before each development effort.



Reducing Time to Competency in New Hires: Creating a Manager Owned Blended Learning Approach



Vince Eugenio, PhD CSP
Chief Learning Officer Randstad North America, Global eLearning Head
Randstad NV
Randstad

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How to Get Started with Learning Analytics

Jim Everidge
President
Rapid Learning Deployment



Strategic Challenge:

Proving the Business Value of learning is an elusive goal for many. However, it is appearing as one of the top HR Executive priorities each year. Learning Executives must answer the question but are at various levels of maturity in being able to provide a defensible position on business value. For some, there is no systematic collection of data to start the process. Others have been managing learning for years and have mounds of data but have not turned that into useable information. Yet others have committed to centralizing learning management but are at the early stages of the process.

Solution:

Mr. Everidge will help participants understand where they are on the continuum of proving the Business Value of Learning. He will describe approaches to Learning Analytics today. He will then walk participants through the process of setting their Vision around developing Learning Analytics.

Key Lessons Learned:

Mr. Everidge will share anecdotes from recent Learning Strategy and Learning Analytics projects to help participants put a stake in the ground and start their own Business Value project. A White Paper will be available to participants after the session.