Designing Virtual Learning Programs that Get Business Results

A hands-on workshop for anyone who wants to create engaging virtual learning that leads to application and impact

In this hands-on workshop, designers learn how to connect virtual learning programs to business needs using a proven framework to demonstrate value. This workshop focuses on how to create an engaging virtual class that enables learning and leads to on-the-job application. Starting with the needs assessment process, designers will discover how to structure a virtual class that captures and keeps attention, how to use online tools for collaboration, and how to enable learning transfer. Designers will walk away from this workshop with a set of tools and templates they can immediately use when creating their own engaging virtual classes.

This is a 3-hour interactive program, split into two 90-minute modules that can be facilitated together or separated over time.

Topics include:

- Define the underlying business needs and/or opportunities with stakeholders
- Align learning objectives with outcomes focused on application and impact
- Apply 5 principles of engaging design to create interactive virtual classes
- Open a virtual class with immediate interaction to capture attention of remote attendees
- Use virtual classroom tools creatively, to match desired learning outcomes
- Design visual aids (including slides) to support attention and engagement
- Enable learning transfer using application activities before, during and after each virtual class
- Use tangible data to share impact and outcomes after a virtual class

Delivery Details

The program…

- ☐ uses a virtual classroom platform (such as Zoom, WebEx or Adobe Connect).
- ☐ includes an electronic handout and resource links for further independent study.
- ☐ models engaging design and delivery techniques so that the participants can experience online interactivity.
- ☐ is led by an expert facilitator (Cindy Huggett) along with her virtual producer who assists with technical details (online session only).
- ☐ has no more than 20 participants per program offering.
- ☐ may not be recorded, but instead requires live online participation.
- ☐ requires each learner to log on individually from their own computer or device for the hands-on experience

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