INSTRUCTIONAL PLAN OVERVIEW

Outsourcing Solutions Learning Video

OutSourcing Solutions

Challenge

Create a learning video to inform businesses about the key components of the Outsourcing Solutions service model.

Business Goal

Outsourcing Solutions was designed to help new businesses overcome staffing challenges that typically occur during phases when the business is experiencing growth. Its purpose is to provide an affordable staffing solutions that meets the servicing needs of businesses so they can continue investing their focus and capital on growth initiatives.

Learning Objectives

1. The learners will understand how to utilize Outsourcing Solutions to fulfill service-related tasks.
2. The learner will understand how Outsourcing Solutions integrates with businesses.
3. The learner will identify the benefits of adding Outsourcing Solutions to their business model.
4. The learner will recognize the approximate cost of Outsourcing solutions and its positive financial impact.

Learner Analysis

The learner consists of new business owners who are feeling overwhelmed with the day-to-day tasks involved with building a successful business. The learner is likely facing a critical growth junction wherein they need to add service personnel, but cannot do so without pulling capital from sales related initiatives. They are concerned with delivering excellent customer service and driving sales while also managing business costs.

Learning Strategies and Methods

Segmenting: In its original form, this training segment consisted of several learning videos that were chunked into small segments.

Interactivity: Questions are laced between the segments to elicit interaction and improve learner retention.

Signaling: On-screen cues highlight important information.

Dual Coding Modality: Processes are animated visually and explained verbally to facilitate dual and complementary streams of information to enhance the germane cognitive load of the learning experience. This increases learner retention and their ability to transfer.

Personalization Principle: This video uses conversational style to maximize learner engagement.

Adult Learning Strategy: Video starts by explaining why this is important for learners to know.

Concrete Examples: A concrete example demonstrates how Outsourcing Solution works.