



Welcome to Workflow

A beginners course to flex your organization skills as you launch your start up.

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Training Format: Micro eLearning Module

Client: HoneyBook (Client Management Software)

Project Context

Based on substantiated market research that indicates 60% of photographers give up on their business in the 1st year, of the 40% that remains, 25% will fail within the 2nd year. The 15% who endure through the 3rd year sustain their business.

HoneyBook scheduling tool is designed to help start-ups with business efficiency by ending email pinball and scheduling meetings much faster. Honeybook hosts; Tasks and to-do's, communication with clients, meeting, scheduling, contracts, signatures as well as payments and booking. This allows overwhelmed business owners to set their availability, share a session link, and experience headache-free customer solutions.

HoneyBook surveyed the photographers that were signed up for their services and found that 40% of those surveyed, ages 18-45, were self-taught and 60% held a degree in Art or Photography. Learners ranged in age from 18-45. All learners are in their first year of building their personal clientele. 50% have worked in their field of study for a year or more, and the remaining transitioned from an unrelated field.

This course is intended to educate learners on the importance of organizing their customers' needs through the use of tools like HoneyBook. Through understanding the behaviors associated with success the course will link tools like HoneyBooks to successful organizing, time management, and ultimately help sustain their businesses. It will incentivize the use of HoneyBooks by offering learners a two-month free subscription to HoneyBook for taking the Asynchronous course sent to them via email link.

Learning Requirements

Audience

Target learners for this course are photographers or artists in their first year of business that have one or more years of experience working for themselves or someone else in the above-mentioned fields and desire to obtain or grow their existing clientele.

Delivery

The Learning Environment for this eLearning course will be asynchronously accessible from home, an office, or the library with tablet and smartphone adaptability.

Needs Analysis

HoneyBooks reported that 40% of artists and photographers that subscribed to use their CRM services were paying to use these services but were not active in those accounts. A survey sent out to this target group revealed the 35% understood how to use the tool and the value that it has. The remaining 5% had not used it at all and both groups reported they did not have enough clients yet to warrant the use of the CRM system.

Performance Gap Determination

In collaboration with HoneyBooks, for the 40% who responded, the performance gap was determined to be related to organizing business priorities. It was clear that these budding business owners failed to see the value in using HoneyBook for even the single customer they may have. There is a need to address what small steps can be taken. To create efficiency in the process of corresponding with clients as a time-saving measure and to demonstrate how simple organizing can be and understanding the tasks at hand.

Course Objectives

Learning Objectives

The LWBAT to recall the percentage of abandoned startups in the field of wedding photography with 75% accuracy. Within a 12-month timeline the LWBAT to prioritize business responsibilities with 100% accuracy. Given a set of behaviors contributing to start-up demise LWBAT alternately match opposite behaviors that contribute to successes' with 70% accuracy.

Course Structure

Module 1: Introduction, Learning Objectives
Lesson Outcome: <ul style="list-style-type: none">A. Identify key problems obstructing start-ups from being successfulB. Prioritize business responsibilities within a 12-month timeframeC. Given a list of practices that contribute to failure match opposite behaviors that contribute to successes'
Method: Discuss, Check knowledge, Demonstration via video, Practice, Results

Practice: Prioritize business needs within a 12-month timeframe
Approximate time: 10 minutes
Module 2: Introduction to HoneyBooks
Lesson Outcome: A. Tell the learner what HoneyBook is B. Detail to the learner how the benefits of HoneyBook C. Describe how the learner can use HoneyBook for their business
Method: Animated Video
Approximate time: 1 minute

Performance Objectives

- Recall key problems contributing to business abatement with 75% accuracy.
- Prioritize a given set of business needs with 100% accuracy.
- Recall what month a particular task is located.
- Match behaviors that contribute to success with those that contribute to abatement with 75% accuracy.

Instructional Strategy

The best way to achieve our objectives is through microlearning. The course will be narrative in structure but will utilize chunking, active learning, and formative assessment:

- Creating contextual story-based learning that invites the learner to guide the eLearning character to highlight the importance of finding mentorship.
- Build interactive learning to assess the learners' comprehension of knowledge and understanding of organizing business needs.
- Provide feedback for each decision the learner makes.
- Provide formative results at the end of the course.

Assessment Strategy

Formative

The assessments designed for this course will move from general to specific.

<i>Recall</i>	<i>Practice</i>	<i>Recall</i>	<i>Match</i>
To ensure relevant understanding the learner should recall the percentage of Wedding Photography businesses unable to succeed.	To enable the learner to engage in interactive learning to prioritize a set of tasks within a 12-month timeline.	To emphasize the impact the tasks have on the customer the learner should recall the month a particular task is located.	Given 2 sets of behaviors learner matches behaviors that contribute to failure with those that can contribute to the success

Summative

HoneyBooks will be tracking results using their CRM system and offer a free month of subscription for learners who have completed the course with a score of 75% or more as well as provide follow-up emails for those who scored below 70% with tips about staying on track with your clients that reinforce these course objectives.

Evaluation Plan

<i>Metric</i>	<i>Description</i>	<i>When</i>	<i>Who/ How</i>
<i>Participation</i>	80% of learners access the elearning and 3 assessments.	3 months after the launch of the email learning solution.	HoneyBook tracking through CRM solution
<i>Completion</i>	70% completion of the course and assessment	4-6 months after the launch of the email learning solution	HoneyBook tracking through CRM solution
<i>Engagement</i>	learners will receive use of HoneyBooks 2 months free.	Once learners have completed the course	HoneyBook tracking through CRM solution
<i>Learning</i>	An average score of 75%	Upon course completion	HoneyBook tracking through CRM solution
<i>Results</i>	30% increase of use by artists and photographers	8-12 months after 70% completion rate	HoneyBook tracking through CRM solution

Assessment samples



What percentage of wedding photographers give up in their first year?

A. 25%

B. 60%

C. 15%



How many months out should your client expect to receive their photoshoot timeline?

A. 12 months out

B. 6 months out

C. 3 months out



If your clients booked with you in December 2020 for their wedding in September 2021 can you calculate which set of tasks is due in which month?

12 months

6 months

3 months

Week of

Day of



Match the failure contributors with the alternate success contributors.

Lack of networking

Connect with professionals in your area

Prioritizing art before business

Create a second to none customer experience

Mistaking equipment quality for service quality

Work creatively with the portfolio you have

Lack of investing in learning

Take courses on marketing and branding

Project Requirements

<i>Development</i>	<i>Timeline</i>
Needs analysis	48 hours
Clarify with stakeholders	4 hours
Ideate with stakeholders	6 hours
Scripting	4 hours
Storyboard	3 hours
Development	120 hours
Cost \$6,500	185 hours

Project Considerations

- The tone of the course is synonymous with the casual authority used in managing a day on the job.
- That the course vernacular is secular
- That the course focus on the service and business aspects of growing a clientele
- That it addresses behavior tied to organizing business tasks

Development tools

XMind
Storyline 360
Canva

Project Sign off	Date	Signature
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