## Assess & Define Vision, Values, and Goals

- Define opportunities, outcomes, & shared metrics:
  - Assess current situation
  - Identify business initiatives & desired goals
  - Identify KPI's (leading indicators)
  - Quantify financial opportunity
  - Identify lagging indicators
  - Define shared metrics

**Key deliverables**:
- Summary of findings
- Outline structure of programs/desired skills
- Identify blended learning options

*week 1*

## Operational Alignment (People, Process, Technology)

- Validate understanding: site visits, focus groups & on-job observations:
  - Conduct "inner-views” to understand and gain insights from your leaders, your supervisors, and your staff
  - Establish common language
  - Identify gaps
  - Technology assessment
  - Review development & communications process

**Key deliverables**:
- Summary of findings
- Refine & adjust
- Review LMS options

*week 2 & 3*

## Integrate Vision and Purpose

- Positioning & brand promise:
  - Values
  - Tone
  - Desired skills
  - Branding guidelines
  - Internal communications campaign
  - Identify 3-5 “ambassadors” to integrate with TCG team

**Creative planning & engagement design**:
- Conceptual development
- Copywriting
- 3 client revisions
- Obtain facilitation schedules/logistics

**Key deliverables**:
- Communications strategy & plan
- Ambassador development plan
- Architectural plan

*week 4*

## Program Development

- Develop & deploy: turn analytics into actions and behaviors:
  - Train the trainer
  - Pilot launch
  - Surveys
  - Refine & adjust (if needed)
  - Full launch

**Key deliverables**:
- Program material finalized & approved
- Job aids/quick cards
- Define & outline blended learning (LMS) needs with timeline

*week 5 & 6*

## Execution

- Measure and calibrate to continually strive for continuous improvement. Incorporate blended learning (LMS):
  - Measure against org. goals/shared metrics
  - Evaluate across platforms: financials, learning & growth, and performance
  - Establish continuous feedback loop to realign

**Key deliverables**:
- Conduct follow up progress meetings
- Identify gaps/areas of opportunity
- Continue ambassador & trainer development to strengthen support

*week 7+

## Sustainment (Follow Up & Measure)

- Measure and calibrate to continually strive for continuous improvement. Incorporate blended learning (LMS):
  - Measure against org. goals/shared metrics
  - Evaluate across platforms: financials, learning & growth, and performance
  - Establish continuous feedback loop to realign

*On-Going*