Brandon
Hall
Group

Getting Learning Content Right: Smart Partnerships

David Wentworth
Principal Learning Analyst
Brandon Hall Group

Sabrina Moore
Director of Learning & Development
Lumious

Thank you to our webinar sponsor

Be sure to visit them at https://www.lumious.com

lumious

Working together

- Learning & Development
- Talent Management
- Diversity, Equity and Inclusion
- Leadership Development
- Talent Acquisition
- Human Resources

Membership

Individual and Enterprise Membership Options: Includes research assets, advisory support, a client success plan and more.

Preferred Providers

A program specifically designed as a single source of truth that can validate your technology selection decisions.

Excellence Awards

Two annual programs that recognize the best organizations that have successfully deployed programs that have achieved measurable results.

OEC

Organizational Excellence Certification is the next step beyond the Excellence Awards, looking at the department as a whole.

Certification Programs

Self-paced certification programs. Virtual group sessions for companies. In-person conference and summits.

Networking & Development

Join our events – HCM Excellence Conference and DEI Summit – to network.

Participate

Open
Surveys

Visit www.brandonhall.com and click on *Open Surveys* to access the complete list of available surveys.

If you would like to join a panel of survey takers, please email us at success@brandonhall.com.

Partnering with Employees on their Career Development

Take the survey

Extended Enterprise Learning 2023

Take the survey

How to Develop a Diverse Leadership Team

Take the survey

How Do You Develop Inclusive Leaders?

Take the survey

Engage with us.

Ask Us Questions

Open the **question panel** to submit questions to our presenters. They will select some to answer real-time and reserve others for the Q&A portion of today's discussion.

The Recording and Handout(s)

We will share a link to the recording + a PDF of the presentation via email after we conclude today's discussion.

Chat with Us or Others on the Webinar

Chat is enabled for today's webinar so feel free to join in on the discussion today and share your thoughts.

Polls

We may launch polls throughout today's presentation to better understand you and our audience. **We would love your participation!**
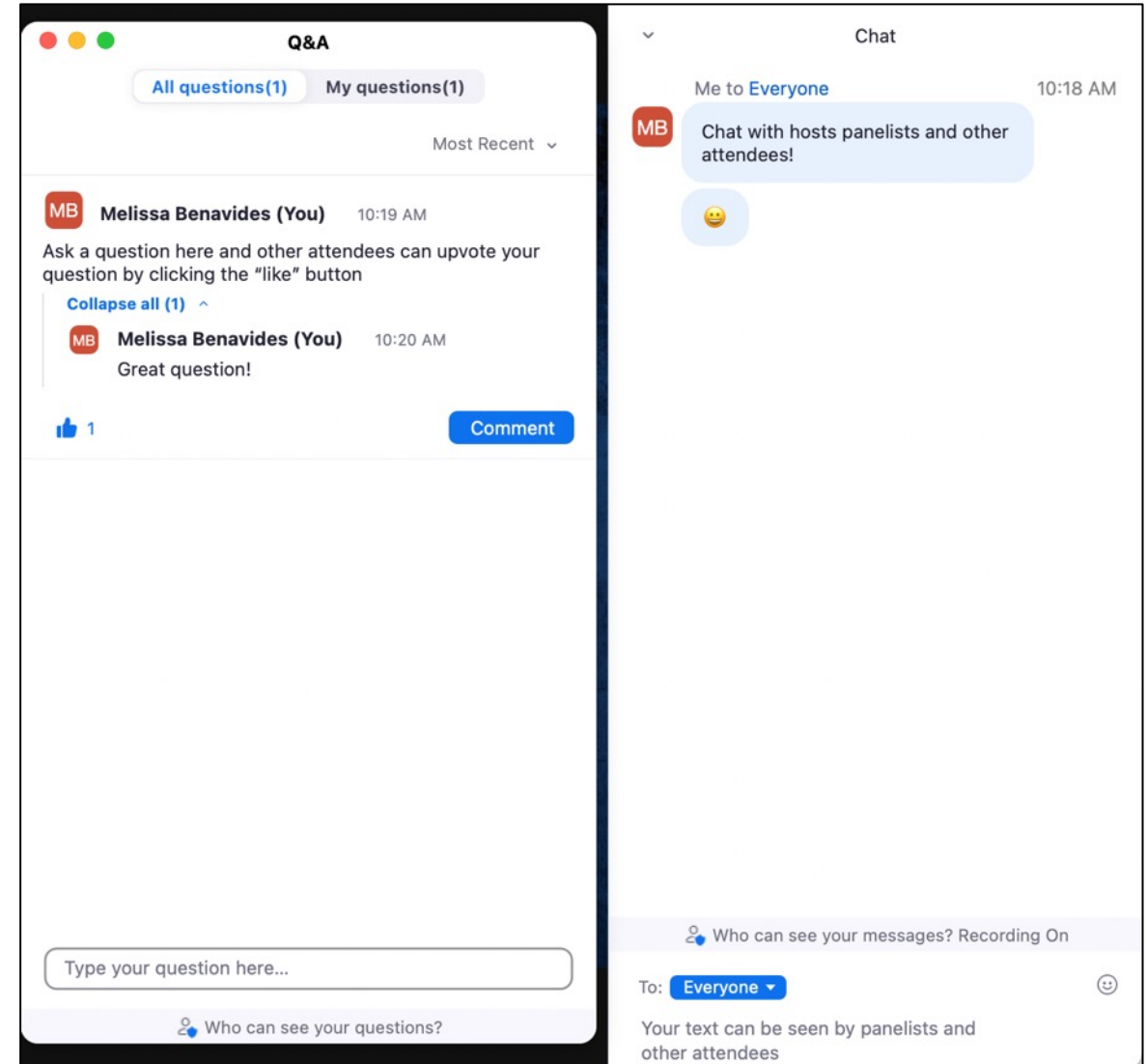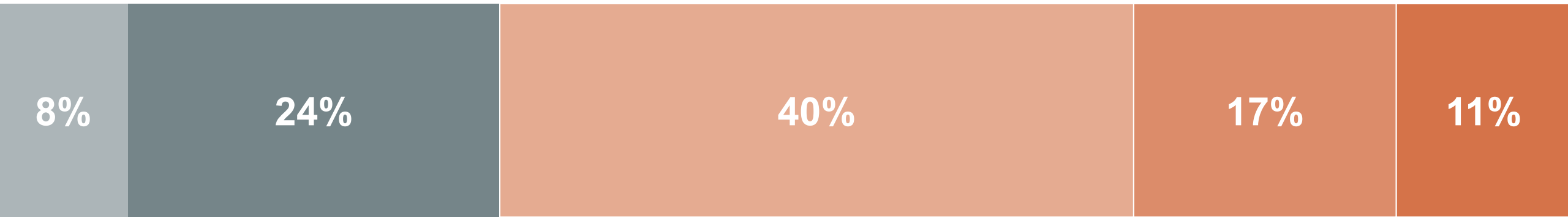
L&D Teams are Stretched to the Limit

Our learning organization does not have the people, time, and financial resources to support our future skills development needs

8%	21%	25%	21%	26%

1 — Not at all   2   3   4   Completely 5
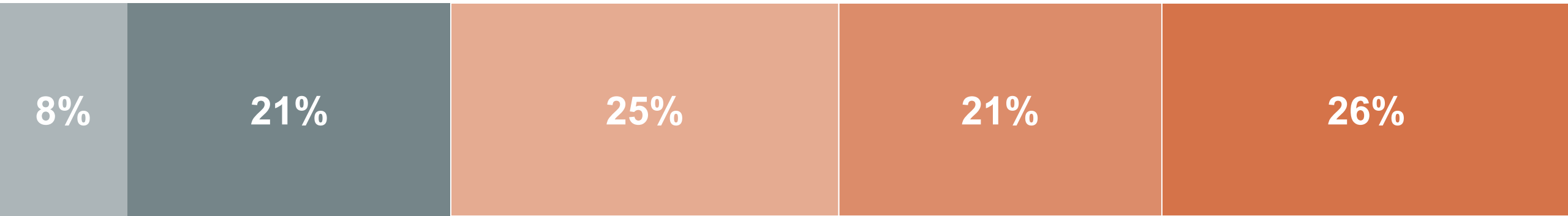
Content is **Falling Short**

Our learning content does not support the skills we need to develop

| 8% | 24% | 40% | 17% | 11% |

1 — Not at all 2 3 4 Completely 5

Content is Falling Short

We have been unable to find the right content in the marketplace

16%	27%	29%	19%	10%

1 Not at all	2	3	4	Completely 5

Content Sources

79%	Presentation creation tool (e.g., PowerPoint)
55%	Internet
53%	Video capture tool
50%	Purchasing third-party, off-the-shelf content
50%	Desktop authoring tool
41%	Cloud-based authoring tool
41%	Tool within LMS
41%	Purchasing third-party, custom content

31%	Academic institutions
20%	MOOCs
18%	Coaching and Mentoring platform
15%	Simulation builder
10%	Tool within LXP
9%	LCMS
6%	Gaming platform
5%	Virtual reality creation tool

What challenge brought you to this webinar?

I don't have the skills on my team

I don't have the time to do all the things

Both

Something else

BUY
STUFF

STAFF AUGMENTATION

DEVELOPMENT AGENCY

lumious

Have you worked with a content partner before?

⚑ **Yes**

⚑ **No**

On average, **30% of the learning content for leaders/managers is created by external partners** and **23% of the content for individual contributors.**

13

Together we can do amazing things

Instructional Designers

SMEs

Graphic Designers

Quality Control

Professional Narration

Project Manager

DROP YOUR THOUGHTS IN THE CHAT

What's the best part about working with a content partner?

The worst?

lumious

Are you ready to start thinking about a vendor partnership?

Here are a few key considerations before beginning the process.

Check with supply chain on vendor requirements: make sure you're not wasting your time with those that won't be approved

Check your system access requirements: what is the process of getting access for people outside of your organization & how long will it take?

Check your content requirements: what is your preferred method of file management and structure?

Let's dive in...
and cover essential questions to help you feel confident in your L&D partner selection process.

Check the chat for a link to download this checklist instantly.

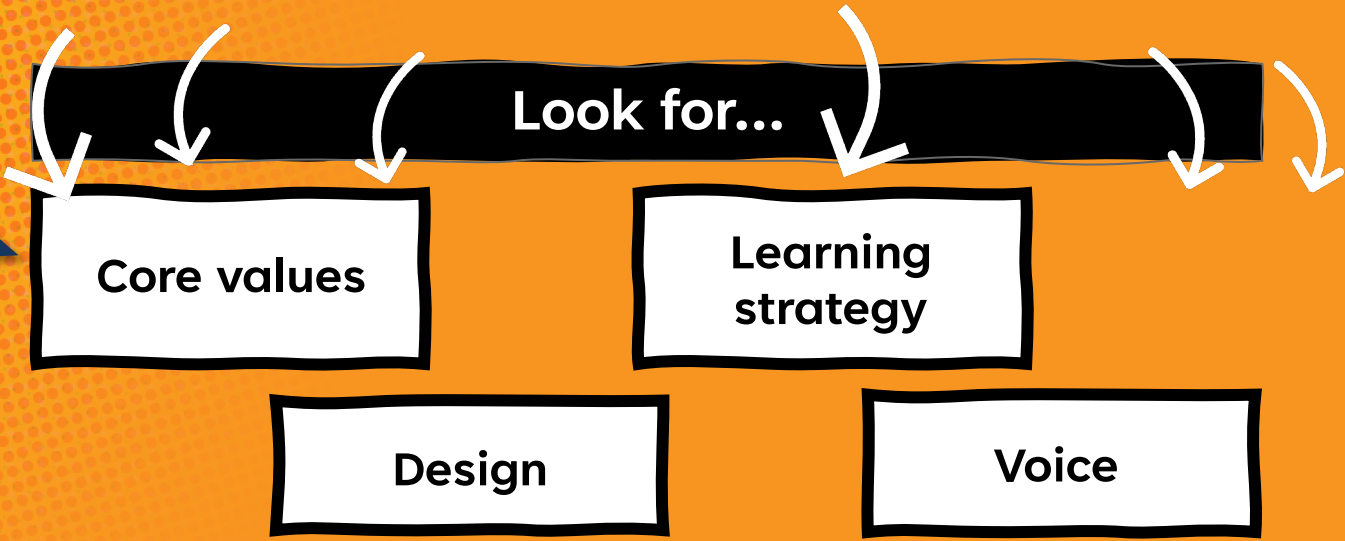*A link will also be available in your handout and in your follow-up email.*

https://bit.ly/3hvOYEI

They just don't get us

How this shows up…

✗ Constantly pushing for more or revising materials

✗ Disappointing content that will only be as good as you drive it to be

...panies cite ...ty to be a ...ner as a ...change ...rs

Look for…

Core values

Learning strategy

Design

Voice

lumious

Excuse me, I actually ordered filet?

How this shows up…

✕ Disappointed stakeholders

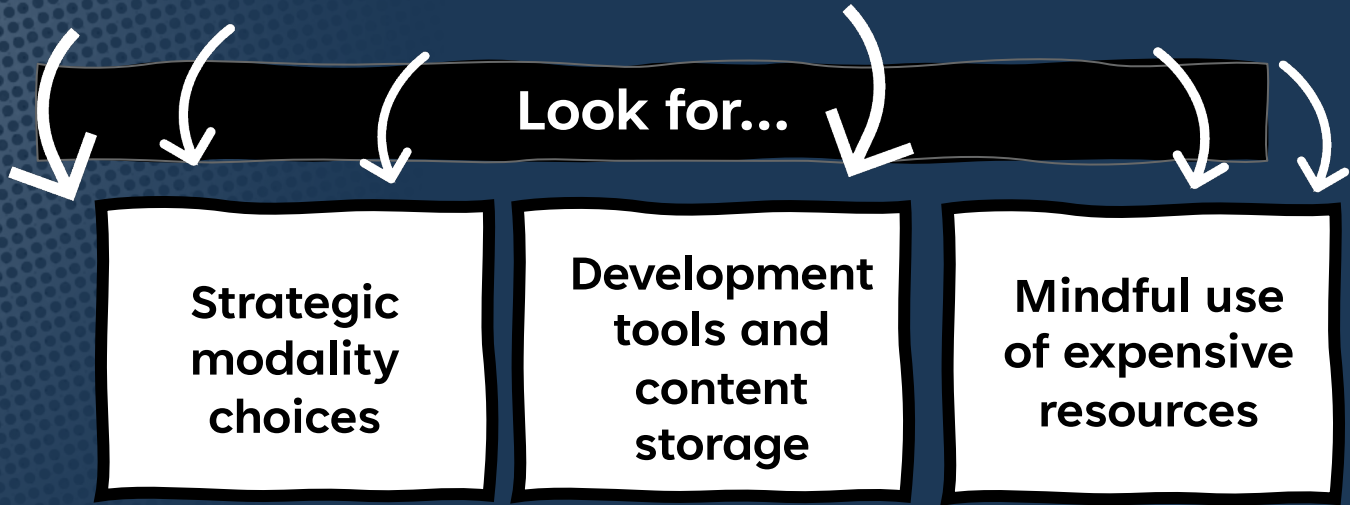✕ Changes in scope that weren't planned for

✕ Challenging lifecycle maintenance

Look for…

Project versus sales teams

Samples/ learning strategy

Development tools

lumious

I can't maintain this...

How this shows up...

✗ Content that quickly becomes out of date and useless

Look for...

| Strategic modality choices | Development tools and content storage | Mindful use of expensive resources |

lumious

It's going to be ready WHEN???

How this shows up...

- ✗ Disappointed stakeholders
- ✗ Lack of trust in your organization
- ✗ Delayed ROI

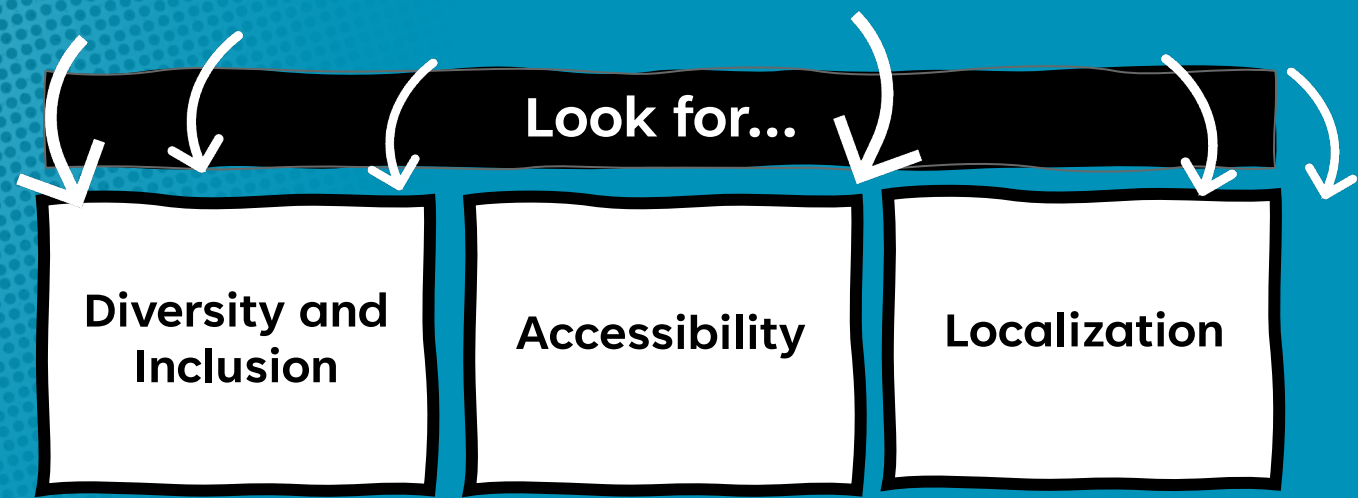## Look for...

Development process

Clear expectations of you and your team

Be upfront about reviews and 'hidden' stakeholders

Project management support

Realistic conversations

lumious

Why didn't I ask about.

How this shows up…

✗ Missed opportunities

✗ Misrepresented learners
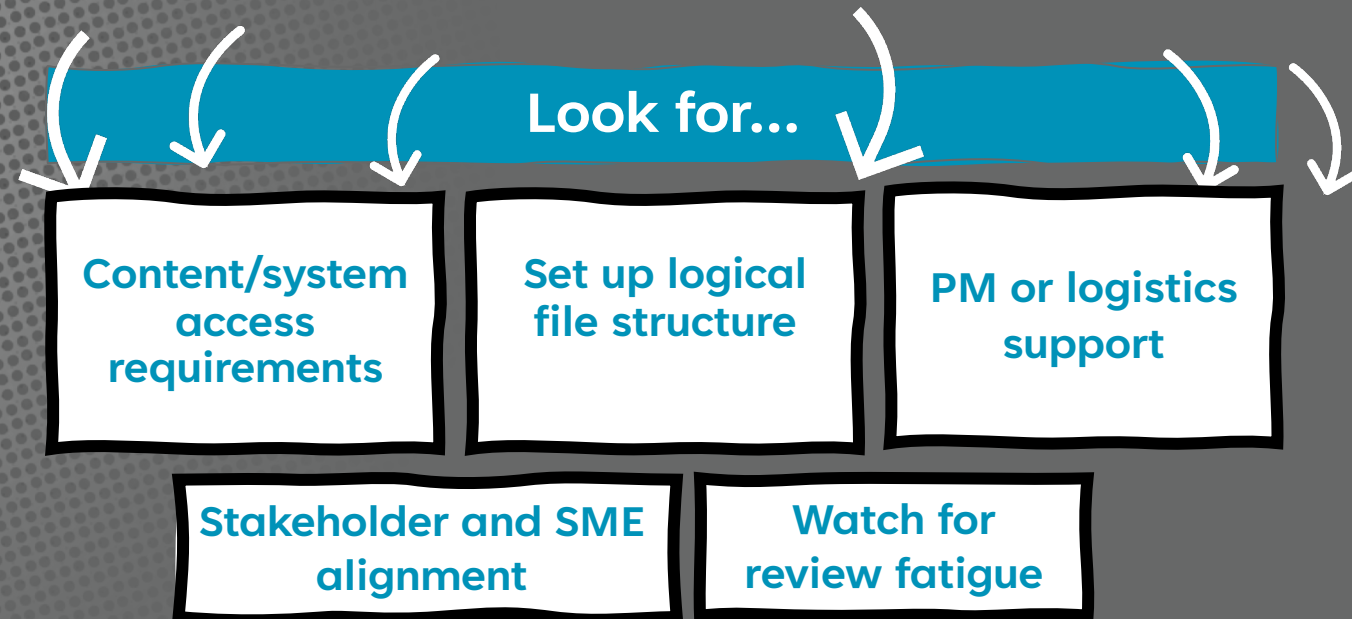
✗ Changes in scope that weren't planned for

Look for…

Diversity and Inclusion

Accessibility

Localization

lumious

Together we can do amazing things

Q&A

Please submit your questions and comments in the **Question Box** on your control panel for our presenters.

Brandon Hall Group
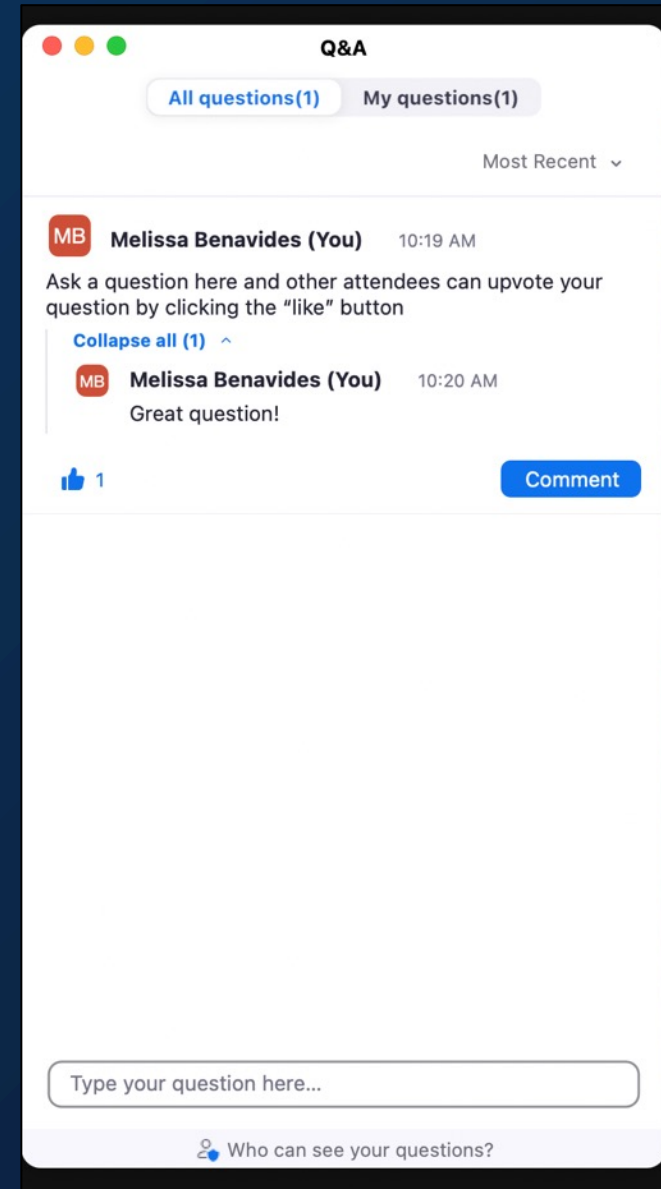
Thank you for joining us today!

You will receive a PDF of the presentation and a link to the recording within 24 hours.

Check out our library of OnDemand Webinars and sign up for another one of our Upcoming Webinars.

David Wentworth
Principal Learning Analyst
Brandon Hall Group

Sabrina Moore
Director of Learning & Development
Lumious