Custom Training Design & Development
for your key strategic initiatives

At Impact Instruction Group, our mission is simple...to design custom learning experiences that create business impact. To make an impact in today's business world, providing the right learning experiences are the key to improved performance and results.

We can help you:

- Create learning experiences across various topics and delivery methods, with intentional focus on real-world application and follow-up. Projects span single topics all the way to complex initiatives. We typically support product launches or refreshes, plus enterprise-wide processes, applications, and systems that affect your employees and your customers.

- Determine the learning strategies that best fit your business imperatives, so you can eliminate guesswork and achieve your goals more quickly.

- Effectively manage your design team resources. We become an extension of your team, from end-to-end design and development, or by partnering with you on one aspect of a project. We work with your standards, processes, and templates – or help you design them if needed. The Impact Instruction team includes experienced instructional designers, developers, and project managers to help you successfully implement training for single projects or major initiatives.

When you partner with Impact Instruction, you are working with a company recognized with the prestigious APEX Award for publication excellence in training design.

Blended Learning

There is no "one-size-fits-all" approach to learning design and development, because every organization is different. We practice a blended learning methodology – this gives your organization flexibility and meets a wide range of learning needs. We work within your infrastructure, with your content and subject matter experts, so no re-inventing the wheel on investments you've already made.

- Mixes methods to serve different learning types for better effectiveness, enthusiasm, and results. Methods might be formal or informal, live or recorded, group or self-paced.
- Combines delivery vehicles, such as instructor-led, e-learning, video, virtual classroom, and learning guides.
- Offers content, activities, and follow-up that your teams can put into practice right away.
- Creates lasting change and confidence. This can be achieved through additional practice, coaching, mentoring, and informal learning.

Industries We've Served

- Banking and Financial Services
- Retail
- Automotive
- Healthcare
- Technology
- Environmental
- Energy

Design & Delivery Methods

- eLearning
- Virtual classroom and webinars
- Video
- Mobile Learning
- Performance support tools
- Instructor-Led
- Games and simulations
- Facilitator and participant guides

Our Process

We've created a 3-phase process to accomplish learning initiatives and projects. This process easily fits into existing client business/training processes, and we customize the components to fit your specific business need, audience, and requirements.

Phase 1	Phase 2	Phase 3
Set the Foundation	*Create the Learning Experience*	*Apply, Follow-up, and Retain*
This phase covers the necessary steps that must take place prior to creating and launching a learning event. It also provides a track for phases 2 and 3, making sure the finished product meets your vision and business goals. Activities in this phase may include: • Strategic initiatives review, business planning, and discovery • Establishing the overall vision • Project planning • Creating the right team to accomplish the vision • Surveying clients, stakeholders, and learners • Planning for communication and marketing of the initiative or project	This phase covers the design, development, and launch activities. This is customized to your specific audience and technical requirements: • Confirming learning objectives, training components • Selecting delivery methods that best fit the business and learning needs • Activities design • Storyboard creation or script design • Creating samples or prototypes • Template design • Developing deliverables for the selected delivery methods • Testing and launching the finished product • Creating surveys • Train the trainer	This phase addresses the critical "now what" that comes with every learning initiative. Many initiatives fall short of their potential to impact the business because they don't focus enough on follow-up, skills practice, and retention. Studies show that if new learning experiences aren't applied within about 72 hours, much of it becomes lost for good. This is where we help you make the most of your investment by ensuring the impact of phases 1 and 2. Activities in this phase may include: • Creation of performance support guides and activities • Templates to capture informal learning and successes – to be replicated in other parts of the organization • Spaced follow-up strategy with the learner • Additional opportunities for coaching, mentoring, and practice to cement what was learned

Case Studies & Results

Our team works closely with each client to identify business and learning needs, determine the solution to meet those needs, develop and deliver that solution enabling our clients to successfully accomplish their goals. Below are a few brief examples of recently completed projects.

Client in the Financial Services and Banking Industry

Client's Need: Groups across business functions need to understand the process of how the organization generates and recognizes revenue, and apply that to sales opportunities.

Our Approach: Distill complex processes into short explanations using graphics and animation, so they would be more easily remembered and applied in a real client environment.

Business Impact: Employees are able to make better decisions and recommendations on product and service offerings, while:

- Increasing cross-selling opportunities
- Decreasing risks associated with pricing exposure and margin erosion
- Improving overall profitability

Design and Delivery Method: E-learning module utilizing client's branded templates, with a focus on visuals and real-life scenarios.

Case Studies & Results

Client in the Financial Services and Banking Industry

Client's Need: Distributed client sales groups need to make referrals for a high-visibility product offering that had the following directives:

- Product set was part of a key business goal
- Required a standardized approach with clients
- Successful launch critical to momentum
- Had to meet federal regulations

Our Approach: With a short product-launch timeframe and sales personnel spread across the footprint, a video-based solution with e-learning was the best fit. It introduced key leaders as the perfect voice to communicate the importance of this new product line. An e-learning module with performance support aids were developed to build skills around opportunity identification and making referrals.

Business Impact: Sales personnel can identify quality referrals, and correctly make those referrals to:

- Meet federal requirements and reduce compliance risk
- Close business more quickly, through a clear referral identification process

The Design and Delivery Method: E-learning with embedded video; performance support aids.

Case Studies & Results

Client in the Career Services Industry

Client's Need: Client considering new revenue stream by adapting a print workbook of career coaching exercises into an online portal for college students.
Their goals:

- Reduce time to market as well as launch costs
- Make the best use of budget investment
- Increase success of project launch and maximize revenue potential

Our Approach: Our approach was two-fold: First a strategy session to help them assess business viability from multiple aspects, including technology, business case, and audience need. Second, we performed an in-depth review of their content that resulted in a detailed curriculum roadmap for developing a successful program.

Business Impact: The client was able to easily evaluate the viability of this revenue stream *before* making investments into a training initiative, as well as:

- Accurately assess costs of program design and development
- Improve speed and accuracy of their decision-making process around this program
- Reduce costs associated with prototyping and launch

The Design and Delivery Method: Business strategy session, with a solutions document outlining all findings and recommendations; content and instructional needs analysis, resulting in curriculum roadmap for the full program.

Case Studies & Results

Client in the Marketing and Client Loyalty Industry

Client's Need: Various groups designing and developing e-learning in different formats have resulted in a lack of standards around instructional design, technical development, tracking, visual layout, and branding.   In addition, they:

- Had several training programs requiring LMS tracking for compliance and certifications
- Needed to decrease design, development, and implementation time

Our Approach: Our approach was to create a standard template that incorporated the client's current branding, with standards for instructional design, layout, tracking, and implementation.

Business Impact: A single tool that can be easily used across the organization to:

- Ensure standards and compliance where necessary
- Eliminate design and technology guesswork
- Easily integrate into the LMS for tracking
- Improve brand integration across all business units

The Design and Delivery Method: Multi-page eLearning template containing customer branding as well as key instructional, visual, and technical elements.
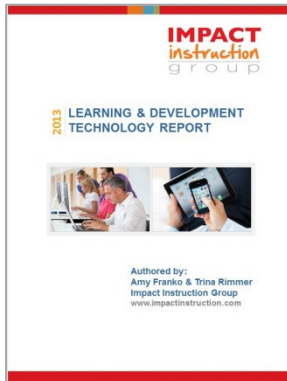
Awards & Press

Recent features in national publications include:

- **ASTD's T+D Magazine** , February 2013**;** *Learning Technology Trends in 2013* profiles Amy Franko and Impact Instruction Group's "2013 Learning & Development Technology Report."

- **Chief Learning Officer** online magazine, December 2012; *Learning Technology: Where's the Money Going?* This article profiled Impact Instruction Group's survey of T&D professionals on current technology trends and how they are affecting corporate learning.

- **ASTD Links**, October 2012: *Workplace Learning and Development: A Driving Force for Innovation;* An Interview by Amy Franko, with Michael Bills, Executive in Residence of The Ohio State University's Fisher College of Business & SVP/Chief Marketing Officer of Select Comfort.

- **2012 APEX Award** **for Publication Excellence**: *Elevate Your Leadership Profile: 8 Exercises for Emerging Women Leaders*

- **The Women's Book:** Amy Franko is profiled in the 2012-2013 edition of The Women's Book Directory *Resilience: Stories of Innovation & Inspiration.* In her profile, she shares the following business advice to women: *"As women, we owe it to ourselves and the world to dream and play big! You have everything within you to step beyond what's comfortable and into what's possible. Always remember that you're a role model for someone else, and you never know who you're inspiring - right this minute - to be more and do more."*

- **The Glass Hammer**, January 2012: Rethinking Career Choices at Midlife

Original Publications

Impact Instruction Group stays on top of the best practices and trends in learning and development. These original publications and other articles are available at www.impactinstruction.com:

2013 Learning and Development Technology Report: By 2016, 205 million Americans will have smartphones, and 113 million will have tablets (*USA Today).* Your learners increasingly expect technology to be there.

How is it affecting corporate learning investments? We surveyed T&D professionals across the country to find out. Topics covered in this exclusive report include design/delivery methods, leadership support, strategy implementation, and staffing requirements.

Featured in ASTD's February 2013 issue of *T+D* Magazine!

***Workplace Learning and Development – A Driving Force for Innovation*:** In this interview with innovation expert Michael Bills, you'll learn what innovation is, what it isn't, and how professionals in training and organizational development play a pivotal role in a company's innovation success.

This article was featured exclusively by ASTD Links.

***35 Tips to Build Lasting Strategic Relationships*:** Being a leader when it comes to building strategic relationships goes way beyond simply "making contacts" or "networking." Leaders recognize that it takes more to create the best value and the best outcomes in your business relationships.

This e-book contains 35 strategies and tips Amy Franko has personally put into practice since starting Impact Instruction Group. It's designed to help you and your teams build successful relationships for personal growth and organizational success.

APEX Award Winner

Impact Instruction Group has been awarded the 2012 APEX Award for Publication Excellence in the category of One-of-a-Kind Education & Training Publications.

This award recognizes the work of Amy Franko, Founder & CEO of Impact Instruction Group, for her workbook, *Elevate Your Leadership Profile: 8 Exercises for Emerging Women Leaders*. This 70-page full color workbook provides practical exercises for women to develop their leadership presence, along with key strategic and tactical skills for elevating their careers.

"We are at a unique juncture in business and in history," said Amy Franko, CEO of Impact Instruction Group. "Women in leadership are poised for takeoff to impact our companies and our communities. This award is a testament to Impact Instruction Group's passion and commitment to advance women in leadership across the nation. We are proud to have received this award of excellence for publication design."

Impact Instruction Group also won an APEX award in 2010 for training design and materials created for client Melissa Giovagnoli, best-selling author of *Networlding*.

The APEX Awards competition recognizes outstanding publications – from newsletters and magazines to annual reports, brochures, web sites, training materials, and special publications. According to the APEX 2012 judges, APEX Awards are based on excellence in graphic design, editorial content and the ability to achieve overall communications excellence.

Representative Clients

Huntington

AllianceData.

OhioHealth

Sam's CLUB

KeyBank

Yum!

MBA WOMEN
INTERNATIONAL
Formerly National Association of Women MBAs

eliminating racism
empowering women
ywca

greater cleveland

HBA HEALTHCARE BUSINESSWOMEN'S ASSOCIATION
REQUIRED EXPERIENCE FOR HEALTHY CAREERS

Duke UNIVERSITY

COLUMBIA UNIVERSITY
IN THE CITY OF NEW YORK

The Michigan Association of
MACPA
Certified Public Accountants

CPA

NAEM