

Standards and Strategy Workshop

DATASHEET

The development of training and support content can take thousands of man-hours. Minimising the risk of time consuming re-work is vital. Understanding best practice and setting standards that will improve quality, preserve existing content investments, increase content development efficiency and minimise re-work is crucial.

For many users, the development of e-learning content will provide the first exposure to the target application and therefore their initial impressions will be set by this encounter. Research has shown that inconsistency in e-learning content can distract learners from the training and significantly reduce its effectiveness. In order to ensure the most positive user adoption of the application it is important that the content developed achieves the highest standard possible.

Larmer Brown has proven methodology for the development of standards and adherence to best practice which once agreed should be clearly documented in order to ensure that the customisation choices made, and content produced by each project team or area of the business, meets the required standards in terms of corporate brand, price, quality, user engagement and deployment.

Critical factors for successful implementation include:

- Development of consistent content standards for ease of use and accelerated end user learning

- Ensuring content and access methods map to the functional needs of end-users
- Ensuring that content complies with disability legislation
- Setting content options to ensure that features such as Know It! and Help Menu Integration are not disabled
- Implementing content QA standards
- Improving content development productivity and deployment effectiveness
- Reducing risk of redevelopment of content and resulting impact on project timelines

Larmer Brown has encapsulated years of development project experience into a Standards and Strategy Workshop. The objective of this Workshop is to guarantee the success of an organisation's Content Development Project ensuring the provision of knowledge so that the Client's team can be self-sufficient on future projects.

The Workshop addresses:

- Content Settings and Styles
- Recording Standards and Considerations
- Editing Standards and Considerations
- Writing Style Guidelines
- Use of Additional Features
- Publishing Standards and Considerations
- Customisations and Branding
- Prototype Review
- QA and Coaching

The Standards and Strategy Workshop takes the Client through all aspects of setting up the development environment and the application and policing of development standards.

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This Workshop is divided into four sessions:

1. The first is an interactive, facilitated session taking Project, Communications, Branding, Training and Developer personnel, in a structured way, through the various Development and Publishing options and their implications.

This session also provides an overview of Larmer Brown's project tools, including, if appropriate, the LBC Development Tracker. A Content Development Cycle is proposed and agreed according to the Client's project requirements.

2. Having investigated and developed the proposed development standards, the Larmer Brown Consultant, together with the Client's own Content Development Team (if appropriate), create prototype content for presentation to the Management and Project Team. The reviewed and refined prototype is created using the Client's target application.
3. A meeting is held with Key Project, Communications, Branding, Training and Developer personnel to present and review the prototype topics and make any refinements required. The objective is to complete this meeting with an agreed set of standards for the Content to be developed.
4. The final session documents the findings and recommendations of the Standards Workshop. The Larmer Brown Consultant will produce a comprehensive Standards

Handbook outlining the Client's content authoring standards which have been defined and agreed. This provides the Development Team with a template to implement and maintain consistent authoring standards for the use of their Content Development Tool which meets the requirements of the organisation.

"Any concerns we had about how to manage the look and feel of the content we were creating was addressed in this (Standards) Workshop. It was impressed upon us the necessity to police the content standards, thereby ensuring a comprehensive and professional solution.

I now really appreciate how important this was and what a challenge it can be to continuously control the quality".

Aidan O'Riordan, Cork City Council

About Larmer Brown

Larmer Brown's primary business objective is to help organisations realise the desired business benefit from their software applications, through successful User Adoption Programmes. Using a variety of renowned content development tools, we have been providing business transformation, documentation and training services since 1994.

Larmer Brown is an Oracle Gold Partner and a Microsoft Gold Partner. We are also a Reseller and Services Partner for Kaplan, Engage! and CA UK Limited.