How to Build a Learning and Development Program: Tips, Tactics, and Tools

PRESENTED BY:
Andrea Maliska, Founder
Rebel Learn LLC
BEFORE WE GET STARTED...

The webinar will be recorded and emailed to all registrants

Use the Question Panel in GoToWebinar to ask questions throughout the webinar
About Me

- In Learning and Development in SaaS and Cyber Security for 12+ years
- Built several programs and universities from scratch for a wide array of industries, budgets and audience types
- Also have background in product management, quality assurance and technical writing
- Started Rebel Learn in October 2017 after seeing a growing need for individuals with a more strategic learning and development mindset in the corporate world
- Colorado native where I still live with my family. I graduated from University of Colorado, Boulder- Go Buffs!
Top business drivers for building a program

01 Internal Knowledge Management
02 Onboarding
03 Continuing Education
04 Customer Journey Training
05 External Knowledge Management
## Checklist

<table>
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<th>Why?</th>
<th>Understand the “WHY” and what success looks like</th>
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<tr>
<td>Simple</td>
<td>Start small and targeted</td>
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<td>Lite</td>
<td>Keep the tools lite</td>
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<tr>
<td>Right on Time</td>
<td>Keep the content simple and easily accessible- should fit into their day to day</td>
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<td>Champions</td>
<td>Find internal champions</td>
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Impacts on your team

Time | Effort | Resources

• Creating content multiple times for different audiences
• Maintaining that content
• Staying on top of rapidly changing products
What do you need to build content for multiple audiences?

1. Ability to create content in a single source authoring tools
2. Multiple outputs so you can create documentation, job aids, html sites from the same content
3. Ability to conditionally tag content for certain audience types
4. Easy collaboration with SMEs so you can unburden your team
5. Easy access for stakeholders to review and evaluate content
6. Visibility on progress for stakeholders and management
Madcap tools that deliver

Flare
• Single Source Authoring
• Conditional content
• Multiple output formats
• Full control over look and feel

Contributor
• Easy collaboration with SME and other IDs

Central
• Team collaboration
• Project Management
• Scheduling to make builds easier to push
• Stakeholder review
• Stakeholder visibility into project progress
Case study

MADCAP Tools used: Flare and Contributor

How it started
Problem: Current knowledgebase was hard to search, hard to update, outdated and very heavy
Solution: Created a self paced learning portal using Flare to support clients.

What it Became
Award Winning: 2016 CERA award winner for Best in Customer Success and Best in Show
Mirrored version of customer site for internal customer success tool also created
THANK YOU!

Want to learn more, discuss topics from the webinar or brainstorm ideas?

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