



LIVE WEBINAR



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



Why?

Understand the “WHY” and what success looks like



Simple

Start small and targeted



Lite

Keep the tools lite



Right on Time

Keep the content simple and easily accessible- should fit into their day to day



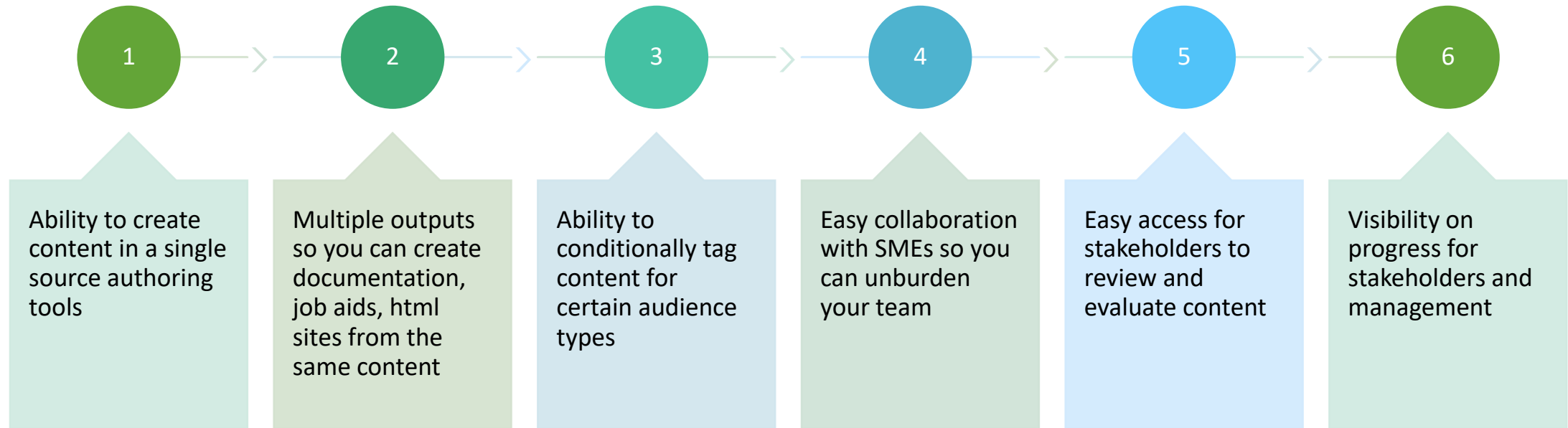
Champions

Find internal champions

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?

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Problem: Current knowledgebase was hard to search, hard to update, outdated and very heavy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



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THANK YOU!

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

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