Problem

LEARNING PROGRAM

Stale / Outdated **Boring/Lack of Engagement** Low Retention/Application **Poor Evaluations Not Accessible Low Completion Rates Text/PowerPoint Heavy**

UNHAPPY LEARNERS



ADDIE

Instructional Design

- A Analyze
- **D** Design
- **D** Develop
- I Implement
- E Evaluate

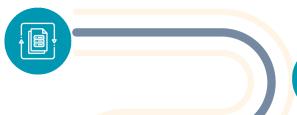
Roadmap to Story Style Audio Learning

GET STARTED

Client provides existing script and materials

Design story and outline

Write first module



ANALYZE

Work with Subject Matter Expert (SME) Assess content, scripts and materials Identify desired learning outcomes

SCRIPT SIGN-OFI

PRODUCT

SIGN-OFF

REVIEW SIGN-OFF

FINAL

CONCEPT

SIGN-OFF

DEVELOP

Scripting with SME Imagine characters Plan interviews and source additional media

PRODUCTION

DESIGN

Voice-casting Recording Narration & Actors Record Interviews Develop skill-testing questions Create handouts and templates



POST-PRODUCTION



Sound Editing Sound Design **Quality Control Review**

COMPLETION

Finalize Handouts Finalize transcript Finalize Course Outline Upload course materials





STORYSTYLE AUDIO COURSE PUBLISHED!





Collect Evaluation Results



IMPROVED

Engagement Experience Understanding Application of Learning Completion **Emotional Connection Mobility and Flexibility** Convenience Creativity **Critical Thinking**

ENGAGED AND HAPPY LEARNERS

