

CASE STUDY



SNAPSHOT

Assignment:

Develop e-learning modules on four common business topics

Our Client

MAGNET
Cleveland, OH

Project summary

Creation of a multi-presentation e-learning curricula for MAGNET clients subscribed to the organization's Community of Smaller Manufacturers program

Client needs

Convert content provided by MAGNET experts into e-learning modules and deploy them online

Special challenges

The work had to be completed within approximately three months

What WordKraft provided

Assisted with project planning; responsible for courseware development and deployment

Deliverables

36 self-instructional e-learning modules



Assignment:

Develop business skills e-learning modules to support the growth and success of smaller manufacturing companies

OUR CLIENT

Manufacturing Advocacy and Growth Network (MAGNET)
Cleveland OH www.magnetnetwork.org

PROJECT SUMMARY

Working under a Federal grant, MAGNET created a set of self-instructional online seminars, each approximately 15 minutes long, for use by subscribers enrolled in the organization's Community of Smaller Manufacturer's (CSM) program. In addition to the online learning resource, members also received personal support from a MAGNET consultant and other services.

The CSM program provided an immediate, direct educational benefit to members with high-level overviews of presented topics. It also served as a gateway to additional MAGNET fee-based services, as members intrigued by the content and interested in more in-depth understanding often turned to MAGNET for additional training or consulting.

WHAT THE CLIENT WANTED

MAGNET relies on internal instructional developers as well as a network of external, ad hoc resources to support its clients. For the CSM project, they wanted to expand and convert training programs created by four of MAGNET's outside consultants into self-instructional online learning modules.

The MAGNET consultants were highly-qualified experts and skilled trainers in their areas of expertise, but lacked the skills to convert that knowledge into compact, effective, well-organized online courseware.

This was MAGNET's first foray into extensive online learning, so they also required support in deploying the assets to the website created as the portal to CSM content.

CASE STUDY

Assignment: E-learning modules on general business topics
Our Client: MAGNET, Cleveland, OH

WordKraft
training development

SPECIAL CHALLENGES

The work on CSM was done under a time-limited Federal grant. Most of production work on the 36 modules had to be completed within approximately three months.

WHAT WORDKRAFT PROVIDED

WordKraft worked closely with the project manager and her team from the outset of production. In collaboration with the team, WordKraft developed content templates that ensured both visual and functional continuity for the modules.

The content provided by the MAGNET consultants was well organized and in good condition. The bulk of WordKraft's efforts were devoted to converting it into effective e-learning. Rather than merely porting the content into e-learning, the content was structured and formatted to increase interest and engagement. Selected modules included assessments to gauge knowledge transfer.

Many of the modules also included job aids or supplemental materials. WordKraft modified existing documents where they existed, and created many other documents from scratch. Approximately 50 resource documents were created, and made available to learners at appropriate times as they progressed through the course.

The four topics presented were:

- Change Management (8 modules)
- Growth Planning (9 modules)
- Sales Management (9 modules)
- Lean Manufacturing (10 modules)

MAGNET also relied on WordKraft for the review and revision process, tracking edits from multiple reviewers, resolving discrepancies and creating the final versions.

Working under the guidance of MAGNET's IT partner, WordKraft populated the CSM website with all of the training materials.

DELIVERABLES

36 E-learning Modules



Assessments/
Knowledge Checks

(contact us to see samples of any of these documents)

MAGNET later acquired additional Department of Labor grant funding based on the success of the initial online offerings. MAGNET again relied on WordKraft for the additional modules, which were also translated (under WordKraft direction) for Spanish learners.

What's your training need?

WordKraft supports clients with instructional development for employees and customers. You can rely on WordKraft to provide a total training package for operator/technical skills, leadership/supervisory skills and other topics. Working with your experts, we can develop an affordable, effective training approach. Call us or visit our website to learn more.

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