

# eLearning and Interactive Services

## Vision

To maximize productive capacity, cost-effectiveness, and agility by:

- Threading learning into every process and initiative.
- Positioning and leveraging learning solutions as a means to solve problems.
- Establishing learning systems and processes that facilitate the transfer of knowledge.
- Becoming the thought leader in learning and the transfer of knowledge.

## Mission

Organizations, that are leaders, use learning technologies to help people capture, configure, distribute, and leverage their collective intelligence in ways not previously possible. The need to leverage intellectual capital has transformed the need for learning to a strategy that is central to the growth and survival of organizations. Learning must work in an organization like never before. Many things change, but what doesn't change is the foundation of what makes learning work. Building a learning strategy that starts with basic beliefs provides a strategy with a solid foundation. This will be done by:

- Linking learning initiatives to individual and organizational performance
- Viewing learning as a continuous process and not just a single event
- Providing compelling content that makes the learner the focal point of the learning
- Delivering learning that engages the learner
- Targeting the learning so the right learner, gets the right learning, at the right time
- Integrating the learning into an individuals working environment so it accelerates the learner's performance
- Linking the learning with an organization's intellectual capital to optimize a learner's performance
- Developing the learning delivery strategy, e.g. eLearning, ILT, mentoring, blended learning etc., appropriate to the needs and resources of an organization.

## Objective

Each learning opportunity will be viewed from a life cycle perspective to ensure the learning solution aligns to the organizations overall goals and objectives. The Knowledge Life Cycle will consist of five phases, which are:

- Discovery and Analysis
- Design
- Production

- Implementation
- Evaluation

## **Pain Points**

- Having to deliver training to a geographically dispersed and mobile workforce
- Having to produce services quicker
- Having a higher demand on employee utilization along with a higher demand to keep their skills at the latest and highest level possible
- Having the need to capture good and fresh ideas
- Having the need to increase productivity and effectiveness
- Having a need to deliver training to diverse audiences with multiple learning styles

## **Value Points – Differentiators**

- Through the Knowledge Life Cycle Strategy CT can provide a mechanism for taking knowledge into productivity. Productivity is achieved through learning engagements based on building commitment to a vision that embraces collective purpose and shared futures. The Knowledge Life Cycle Strategy provides a means to absorb, generate, and transfer all available forms of knowledge that can enhance human and productive potential.
- CT can provide an end-to-end approach that covers both instructional and infrastructure needs.
- CT can provide the consulting, design, content, technologies, and the various delivery capabilities.
- CT has the capability to scale the benefits from single learning engagements to enterprise solutions.
- CT has the depth and breath of experience in the development of eLearning initiatives that support strategies and outcomes.
- CT realizes a shift to eLearning is a shift towards a new learning culture which will involve technology issues to environmental factors.
- CT understands eLearning initiatives require organizational support to motivate all levels of management and all levels of technical support to integrate into processes and systems, to manage and track appropriately.
- CT understands learning is both a vehicle and a philosophy that drives an organization's survival and future success.
- CT understands learning and has a Learning Strategist who is a Certified Instructional Systems Designer.
- CT has a wealth of experience in a variety of development tools.
- CT understands holistic solutions and how to implement them.