

# Friesen, Kaye and Associates



**Friesen, Kaye and Associates**  
The Experts in Knowledge Transfer  
and Workplace Performance

## Scoping and Planning

Are you charged with determining how much effort and how long it will take to develop the new course? If you have been asked to determine a development budget and figure out the development work schedule, this program is essential for you.

### Who Should Attend?

- Learning and HRD professionals who need to determine the development budget and assign work to the development team.
- Learning consultants who must estimate time and effort to develop multi-faceted solutions.
- Course developers who need to inform their managers how long it is going to take to complete the course development work.

### Key Benefits

1. Deploy a structured method for estimating the duration of the learning initiative.
2. Use a proven workflow for planning your development activities.
3. Identify the cost associated with developing the learning solution.
4. Layout a development plan that fits in the available timeframe.

### Post-Learning Sustainment

As a participant in an FKA program, you are entitled to complimentary Post-Learning Sustainment:

- **Transfer Strategy:** one-hour online, live-facilitated coaching session (2-3 weeks post program) to maximize and reinforce learning.
- **One-Year Hotline:** connect with our experts to discuss your learning initiatives, lessons learned, successes, challenges and best practices.

# Scoping and Planning

## Objectives

Upon successful completion of this program, you will be able to:

- Analyze the context for learning interventions.
- Estimate course length.
- Select instructional strategies.
- Select evaluation methods to measure the success of the learning initiative.
- Identify required resources for the learning interventions.
- Determine practical design ratios.
- Develop a project work plan.
- Conduct a cost-benefit analysis.
- Make Buy or Build learning program decisions.

## Agenda

### Session 1

#### Introduction

- What's Already Done?
- What Does Planning the Project Involve?
- Analyze the learning Context
- Introduce the ROI Calculator

### Session 2

#### Training Solution Profile

- Estimating Course Length
- Choosing Instructional Strategies
- Levels of Evaluation

### Session 3

#### Project Plan

- Resource Requirements
- Design/Development Ratios - Ideal and Practical
- Determining a Practical Design Ratio
- Mapping Effort to Time Available
- Project Milestones

### Session 4

#### Cost-Benefit Analysis

- Determining the Cost of the learning initiative
- Cost Model Definitions
- Learning Program Cost Calculator

### Session 5

#### Summary

- Simple Results Model
- Buy or Build
- Preliminary Learning Program Plan

