

STRATEGIC IMPLEMENTATION

Key Players and Stakeholders _____

Our initial strategic meeting is an important step in beginning our relationship and moving your program along the path to success. Each item on the agenda serves an important strategic purpose. This call will help you and your organization establish the necessary groundwork for a successful start to your online employee training program.

It is especially important to set expectations and responsibilities around your training program. The first step is to identify who leads the initiative within your organization and what each key player's role will be moving forward.

Each of your organization's departments will have its own unique employee development, training and performance support needs and challenges. Very few organizations succeed with a one-size-fits-all approach to training, so we are committed to helping you develop a training plan that will support your specific needs.

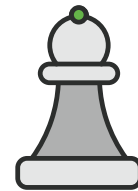
Reviewing your organizational structure helps to identify business challenges and the potential training solutions that can positively impact each area. It's crucial to the long-term success of your program that each of your stakeholders know you can help improve the performance of their employees.

Before we can help you present employee development and performance improvement ideas, we need to learn more about each business unit within your organization.

As we go through the various functional areas, we want to identify:

- The management leader for the area
- Any known business challenges the area faces (turnover, engagement, low sales, etc)
- Reasons the known challenges are present and have not been successfully overcome
- Potential barriers to change and performance improvement areas
- A high-level description of the learning culture in the area

The next page serves as an example for the below worksheet for you to complete. We can review this information on our first call.



KEY STEPS TO GETTING STARTED

1. Strategic understanding of learning content and technology.
2. Identify key stakeholders.
3. Establish program goals.
4. Determine measurement and metrics for program.
5. Determine roll-out and ongoing management of program.

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STAKEHOLDERS (SAMPLE)

AREA	NAME, TITLE, & CONTACT INFO	CHALLENGES & NOTES
Human Resources	James Joyce, VP of HR jjoyce@fictionwriters.com 1-888-123-4567, ext. 78	HR: 1,200 EE's and training not formerly a high priority for organization Not 100% supportive of technology-based training New to online delivery
Human Resources	Flannery O'Conner, Training Manager foconner@fictionwriters.com 1-888-123-4567, ext. 12	Reports to Joyce BizLibrary Champion & owns program Classroom training background New to online training Needs help with technology -but eager
I.T.	Isaac Asimov, Director of IT iasimov@fictionwriters.com 1-888-123-4567, ext. 44	Skeptical of SaaS solutions Concerned about security Concerned about desktop users Not receptive to mobile access
Sales	Ken Blanchard, VP of Sales kblanchard@fictionwriters.com 1-888-123-4567, ext. 14	Has sales training budget Hasn't been very involved Currently sends sales team to off-site workshops Sales numbers have been flat
Customer Service	Imogen Heap, VP of Client Services iheap@fictionwriters.com 1-888-123-4567, ext. 17765432	Has client services training budget Has not spent all of budget any of last 3 years Brings in classroom experts Under pressure to improve results

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STAKEHOLDERS

AREA	NAME, TITLE, & CONTACT INFO	CHALLENGES & NOTES
Human Resources		
Employee Training / Organizational Development		
Sales		
Customer Service		
Safety		
Operations		
Marketing/Communications		
Regulatory Compliance		
Accounting/Auditing		
Warehouse		
Transportation		
Research and Development		

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STAKEHOLDERS

AREA	NAME, TITLE, & CONTACT INFO	CHALLENGES & NOTES