

A Program Manager's Guide to Choosing Content



Starting a new training program or launching a new initiative is exciting, and thoughtfully planning your goals will make it easier to choose the best content for your program. Let's get started!

Start by defining your training audience

WHO

are your learners?

WHAT

is the end goal?
departments are they in?
results are you looking to achieve?
skills are necessary?

HOW

will you measure success?



Check out the [Kirkpatrick Model](#) to get started!

Evaluate your audience's need

- 1 Use a skills gap assessment to bridge the gap between what your audience knows and what they need to know to be successful.
- 2 Collect feedback from 1x1 interview with a learner and their manager. [Read the blog post](#)

Not sure where to begin? Try aligning your training plan to your organization's goals and values.

Create your program design

Are you starting with only a compliance initiative? Think about ways you can take advantage of our large content library to enhance your overall training program.

Here's the top training program designs for which current BizLibrary clients use our content:



- › Department Specific
- › Customer Service
- › Communication
- › Elective Learning
- › Skills and Competency Driven
- › Leadership
- › Workplace Safety
- › Onboarding
- › New Managers

Using Content Concierge

This time saving service allows you to leverage our content experts to map content to specific competencies. Many clients use this service to map content to core values, and as a tool to get started building out specific initiatives such as new manager training or onboarding.

Not sure which content works best for your program? Connect with your Client Success Manager. They can provide guidance and recommendations for your organization.

Submitting a Content Concierge request

Discuss your needs and training initiative goal with your Client Success Manager. Before your meeting, it's helpful to come prepared with answers to the follow questions to ensure you are satisfied with the results!

What content format or style do you prefer?

Who's the audience?

Describe the goal of your training initiative.

What do you expect to see as a result of this training initiative?

What topics or competencies do you want content mapped to?

What is the number of recommended titles desired for each topic or competency?

Launch your new training program initiative

Now that you went through all of the hard work of choosing the best content for your program, here's how fellow BizLibrary clients share their program with their learners:

Create individual and team [playlists](#) to launch your initiative.

Customized welcome page widgets on your [branded site](#). Add a news item, featured playlist, or welcome message to update learners about a new program.

Streamline multi-lesson assignments by creating a [Learning Initiative](#).

Spread the word about your new program by marketing them!

Check out the Client Program Support [Library](#) for ready to use templates.

Don't forget, if you feel stuck or if you're looking for feedback, contact your Client Success Manager.