How to Eat the Elephant

"e" Project Management Basics

Session #208
February 13, 2012
11:00 AM – 12:00 PM

Not sure I like the sound of this!

top dog learning group LLC

human learning & performance consulting

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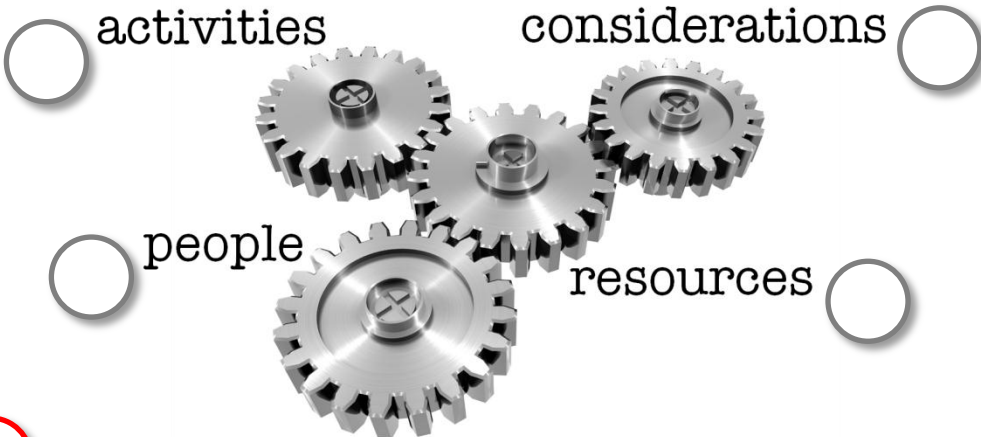
An "e" project is like two projects in one:

So if an "e" project is "two projects in one," what does that mean?

E-learning projects are made up of a whole bunch of areas *(defined below)* ... and all of these cogs need to be carefully aligned.

Match the **items** mentioned in the session that can all cause the cogs to **falter**:
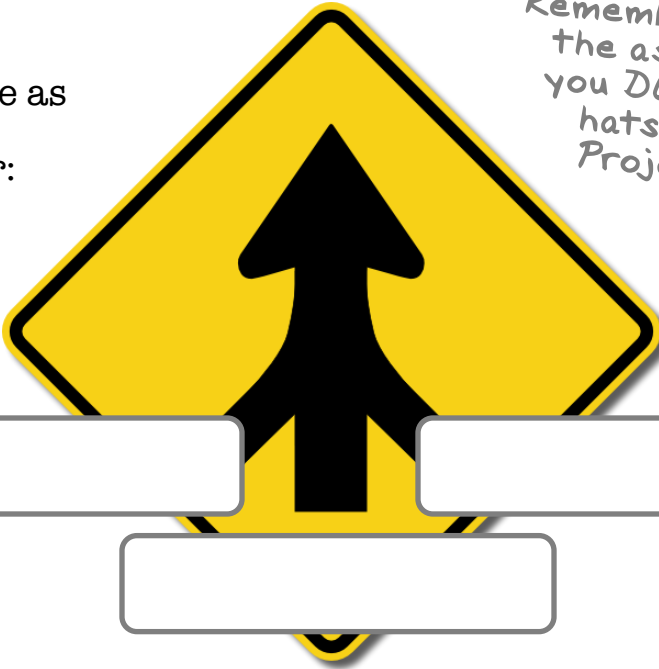
○ activities   ○ considerations

○ people   ○ resources

○ overrunning production times   ○ elusive SMEs   ○ scarcity of resources   ○ ignored stakeholders

Your Role as Project Manager:

Remember: we're making the assumption that you DON'T wear more hats than being a Project Manager!

The 6 Steps to Effective "e" Project Management

remember your client!

boss / client

training needs assessment

Your Goal as Project Manager:

needs assessment
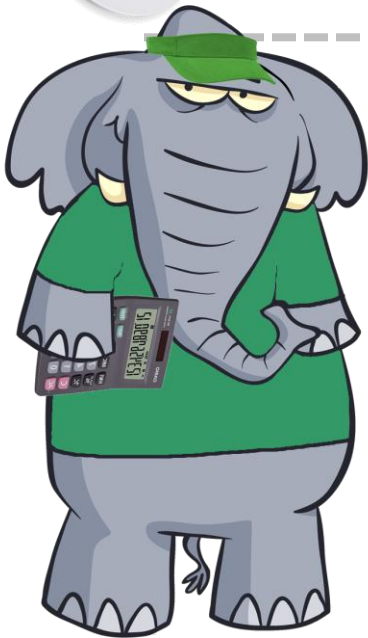
budget review & plan

$ _____ Budget

$ _____ Budget

- _____ of use
- _____
- ____.____.____.
- amount of _____
- desired level of _____

	1	2	3	4	5	6	7	8	9	10
page turner										
interactivity										
audio / narration										
assessment / quiz										
workbook / projects										
digital video										
simulations										

"Interactivity Model" developed by Dr Steven Yacovelli (2008 Dec), TopDog Learning Group, LLC.

TYPE	RAPID	AVERAGE	HIGH-END	INTERNAL COSTS (EST)
ILT	22:1	_____ :1	82:1	$ 5,934
Level 1	49:1	_____ :1	125:1	$ 10,054
Level 2	127:1	_____ :1	267:1	$ 18,583
Level 3	217:1	_____ :1	716:1	$ 50,371

* research by Chapman Alliance (2010), based on 249 learning developers
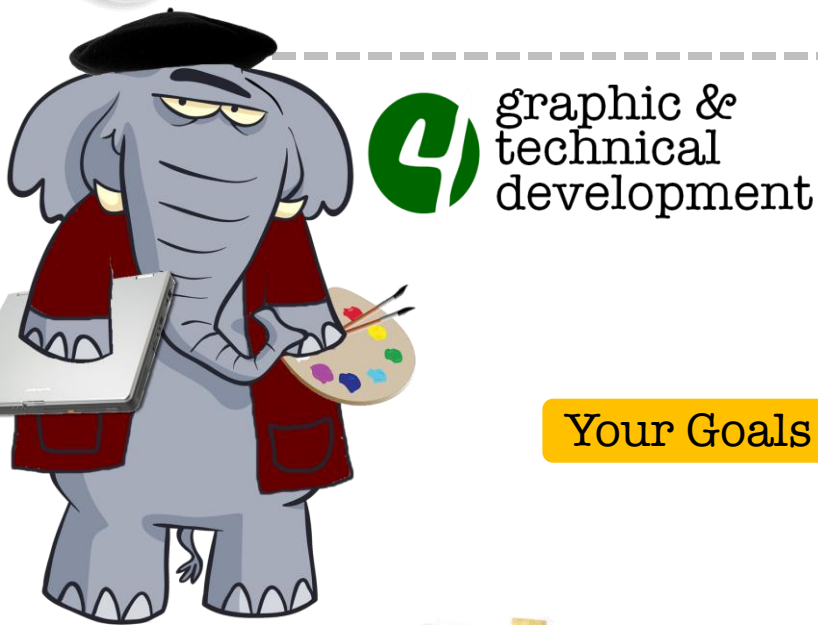
Your Goal as PM:

3 instructional design

instructional designer

subject matter expert

ISD blueprints

Your Goals as Project Manager:

4 graphic & technical development

graphic artist / art director

make it "pretty"

technical consultant

make it "real"

Your Goals as PM:

_____ Control

_____ Testing

quality control / testing

5 quality control & reviews

quality checklist   works
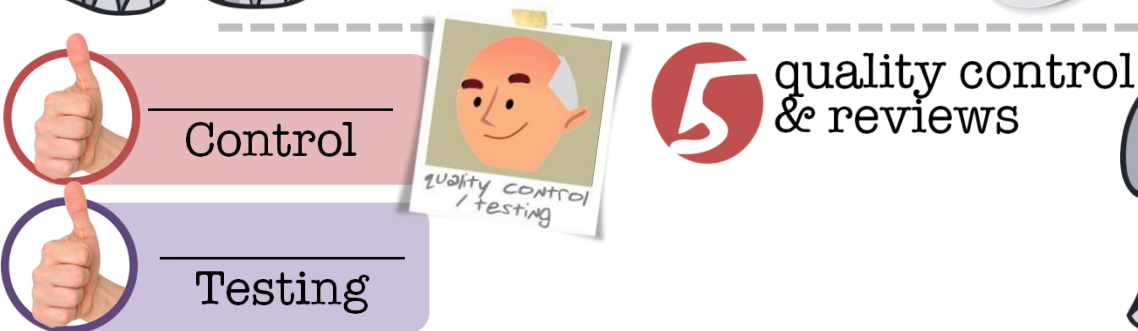
form vs function

Your Goals as PM:

How to Eat the Elephant ...
(continued)

_____ plan

roll out

program _____ plan

evaluation plan

Your Goals as PM:

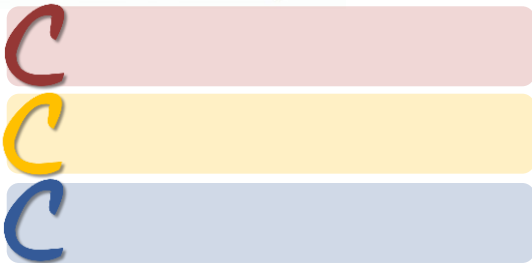How long will your "e" project take?

"cushion" your plan with what percent of extra time?

2 Types of Feedback:

FORM

SUMM

final program & sign-off

proto-type / beta version

style sample / mock up screen(s)

storyboard

budget & project plan

learning objectives & scope
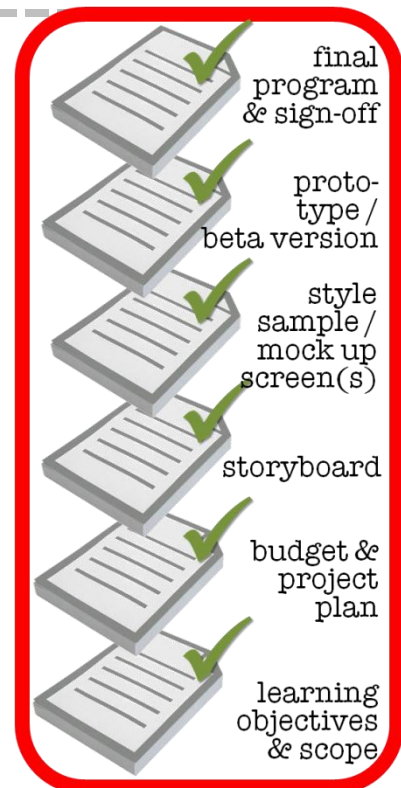
remember to include Key Milestones to your project (like these)

Remember the 3 C's:

C

C

C

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