

How to Eat the Elephant

*“e” Project Management
Basics*

Session #210

Wednesday March 13th

2:30 PM – 3:30 PM



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 #topdoglearning

How to Eat the Elephant: “e” Project Management Basics

by Dr Steve Yacovelli, TopDog Learning Group, LLC

www.topdoglearning.biz

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**:



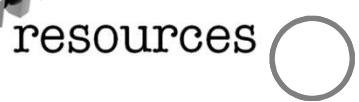
activities



considerations



people



resources

overrunning
production
times

elusive
SMEs

scarcity of
resources

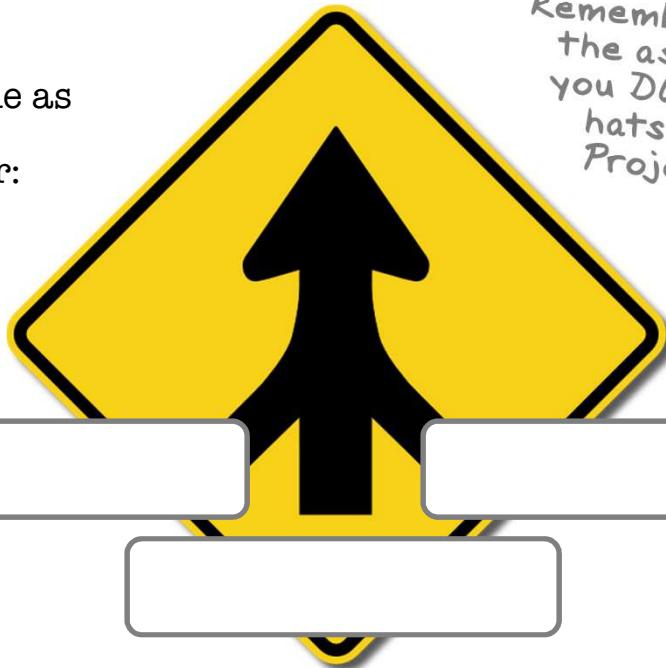
ignored
stakeholders

How to Eat the Elephant ...

(continued.)

Your Role as
Project
Manager:

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



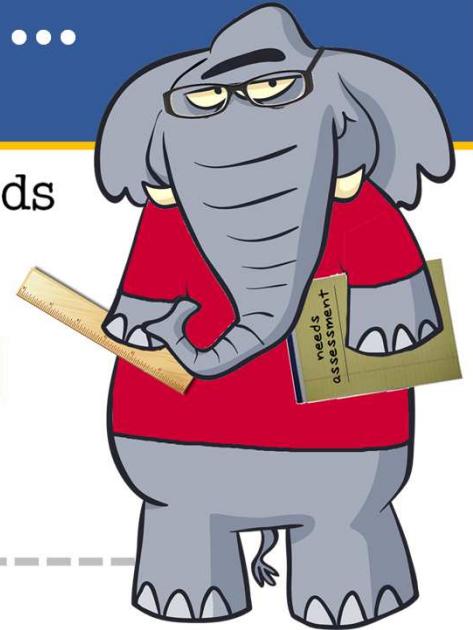
The 6 Steps to Effective
“e” Project Management

How to Eat the Elephant ...

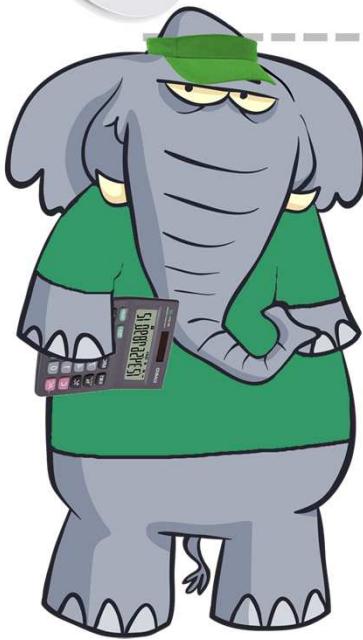
(continued)



training needs
assessment



Your Goal as Project Manager:



budget review
& plan



- 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:



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(continued.)



instructional
design



Your Goals as Project Manager:



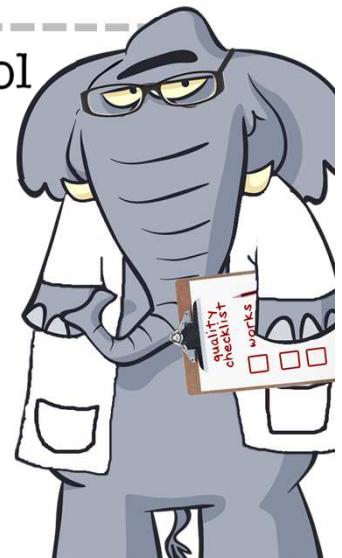
graphic &
technical
development



Your Goals as PM:



quality control
& reviews



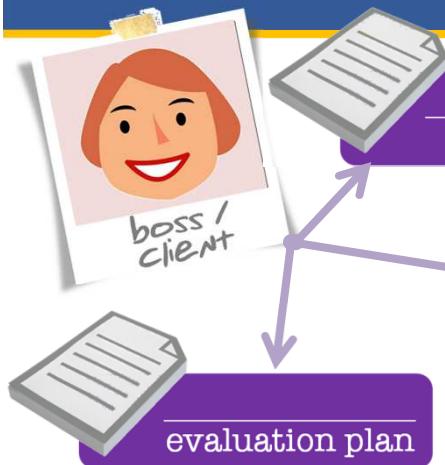
form **vs** function



Your Goals as PM:

How to Eat the Elephant ...

(continued.)



roll out



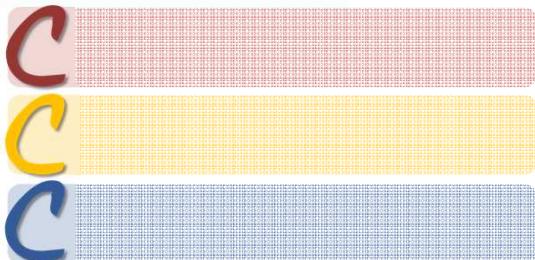
Your Goals as PM:



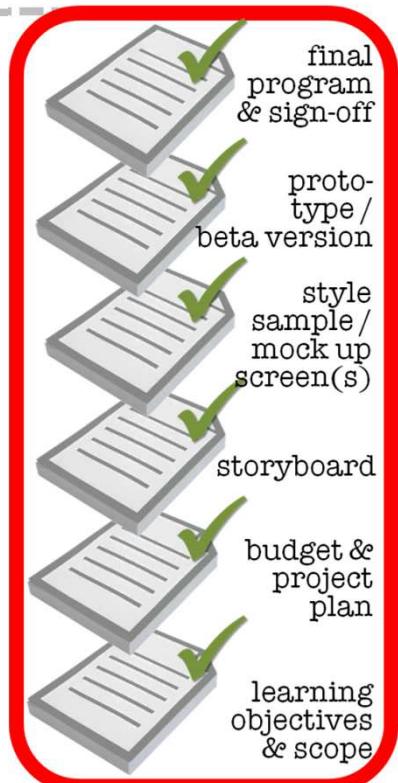
How long will your "e" project take?



Remember
the 3 C's:



2 Types of
Feedback:



remember to include
Key Milestones to your
project (like these)

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