DR DROO
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DROO HIGGINS

Learning Content Strategist

Seeking Role As:

- Curriculum Designer,
- L&D Consultant, or
- L&D Manager

See Portfolio

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972-978-3673
droohiggins@gmail.com

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- L&D Manager

19 Years Experience, 13 in L&D

7+ Yrs: Graphic Design &
           Web Design
4+ Yrs: Instructor & Facilitator
4+ Yrs: Learning Management &
           LMS Consulting
**4+ Yrs**: Curriculum &
           Content Development

I've been shooting to crack just one problem, "***How do you meet business demands for large amounts of training while satisfying learners with training they enjoy.***"

Borrowing from many disciplines *(system design, automation, storytelling, games)*, I hit the nail on the head.

I found a framework that allowed us to use content like Legos, a collection of building blocks that could make any course we wanted from a limited set of pieces. We called it the Content Factory, & the business loved it!

This cut down our production time to ¼ and even reduced our course maintenance time by 75%.

Then we turned to engagement. Instead of following the pack by making complex eLearning, we simplified, using old-school techniques like storytelling and QBL. This again reduced production time and allowed us to make every module, fun and engaging. People actually came up to us asking when the next module would come out!
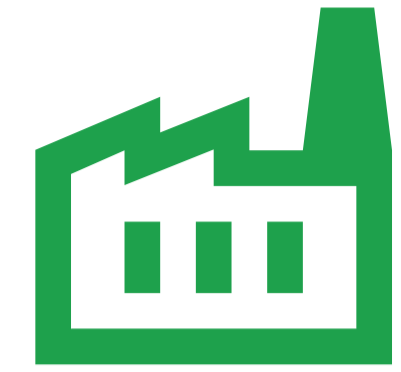
Content Factory

Low-Maintenance Library

Hight-Engagement at Low-Cost

The Content Factory

The business won't let you make fun training as long as they have unmet needs.

So, quickly rolling out a complete training catalog is the only way you'll get to focus on making training that learners love.

Here's how we did it.

1. First, predict every possible course. Cataloging every piece of info that you could ever teach. Don't confuse this with objectives or competencies. The goal is to find the boundaries of your subject-matter.

2. Next, shape each item so it could be a stand-alone mini-course. No big monolithic courses!

3. Scour your library, chopping up existing courses into small blocks, & slot them into each item.

4. For gaps, schedule SMEs to shoot, short, informal videos.

5. Link them into role & topic-based paths. Now you have an MVP1 curriculum!

EX. A Financial Investing Tech Company

	Invest. Advisors	Sales	Engineers		Intro to Investing	Level 1 Cert	Level 2 Cert
Intro							
Basics of Investing	✓	✓	✓		✓	✓	
Key Terminology	✓	✓	✓		✓	✓	
Basics of Economics	✓	✓	✓		✓	✓	
Financial Markets	✓	✓	✓		✓	✓	
Raising Corp Money	✓		✓			✓	
Productivity	✓					✓	
Debt Cycles	✓					✓	
Types							
Ownership vs. Lending	✓	✓					✓
Cash Reserves	✓						✓
Stocks	✓	✓	✓				✓
Bonds	✓	✓	✓				✓
Mutual Funds	✓	✓	✓				✓
Exchange-Traded Funds	✓	✓	✓				✓
Alternative Investments	✓						✓

A map like this has an average of 300 items.

Low-Maintenance Library

Now that you have a giant library, you can't get bogged down by the flood of updates that rushing your way.

You must "protect" content from updates. Here's how we did it.

1. Modular training is completely reusable. But first, create empty content shells in your LMS. Fill those shells with your modules. And build your paths out of the shells. Now when you update, changes cascade throughout your system.

2. Develop a firm update policy, stating the formal types of training you will update and the informal types you won't. Give them the option to retire informal training, but don't commit to updating everything.

3. Synchronize your production schedule to upcoming updates. Yep, that means you gotta go to a lot of meetings.
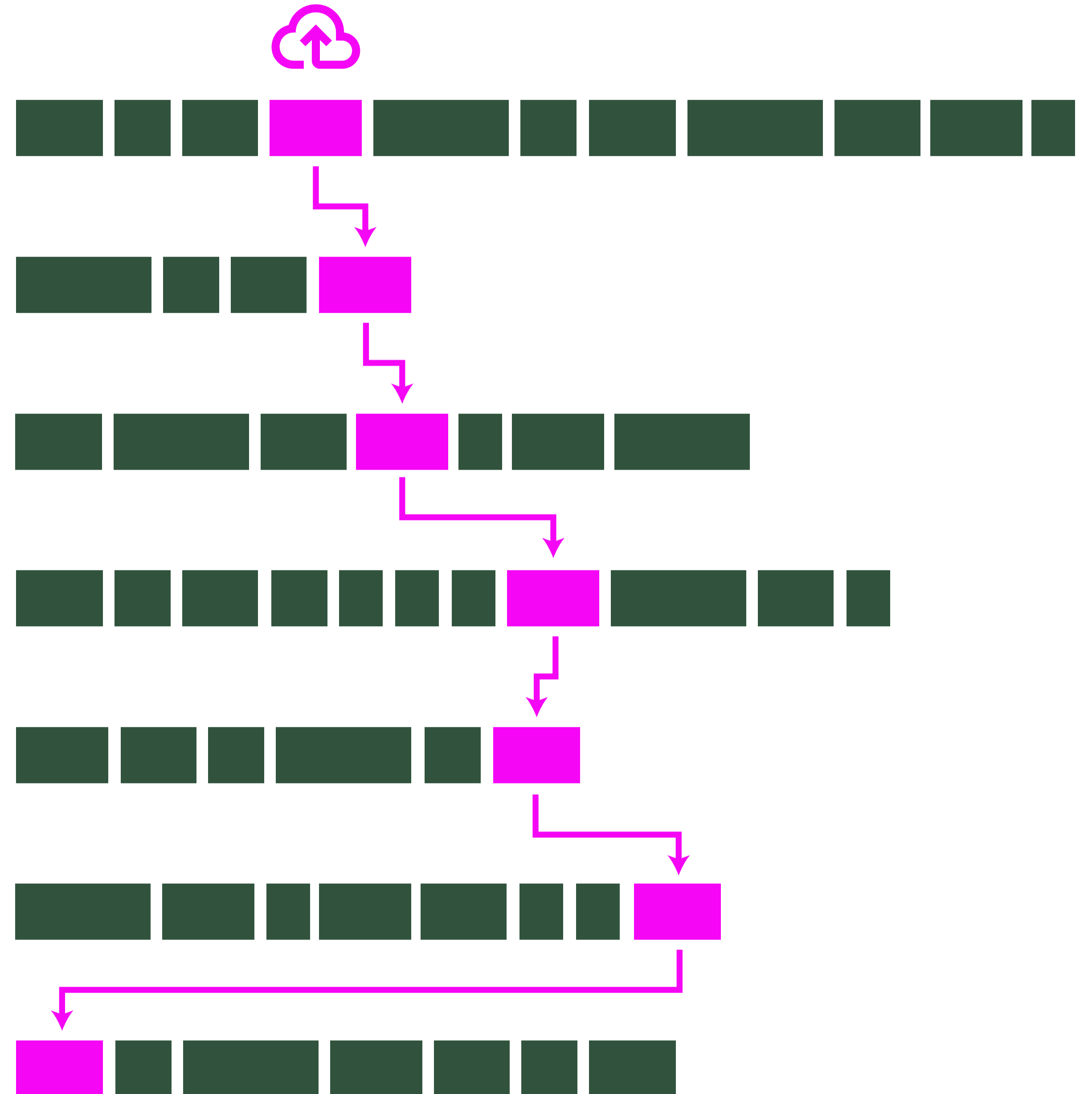
High-Engagement At Low-Cost

Courses DO NOT need elaborate interactions to be engaging, and most L&D teams can only make a handful of these, leaving the other 99% to be dull and boring.

But I wanted every piece in our library to be fun and engaging. Here's how we did it.

1. Ban all time-consuming, & complex dev methods. We even banned complex tools like Storyline and Captivate *(GASP!)*.

2. Rely on low-tech techniques like storytelling, question-based learning, and emotive graphics.

3. Used metaphorical themes to hijack the learning centers in the brain *(like a gardening theme for a course on AI)*.

4. Replace your MVP1 modules with your new super-fun training. See the changes cascade through your system, and your catalog evolve over time.
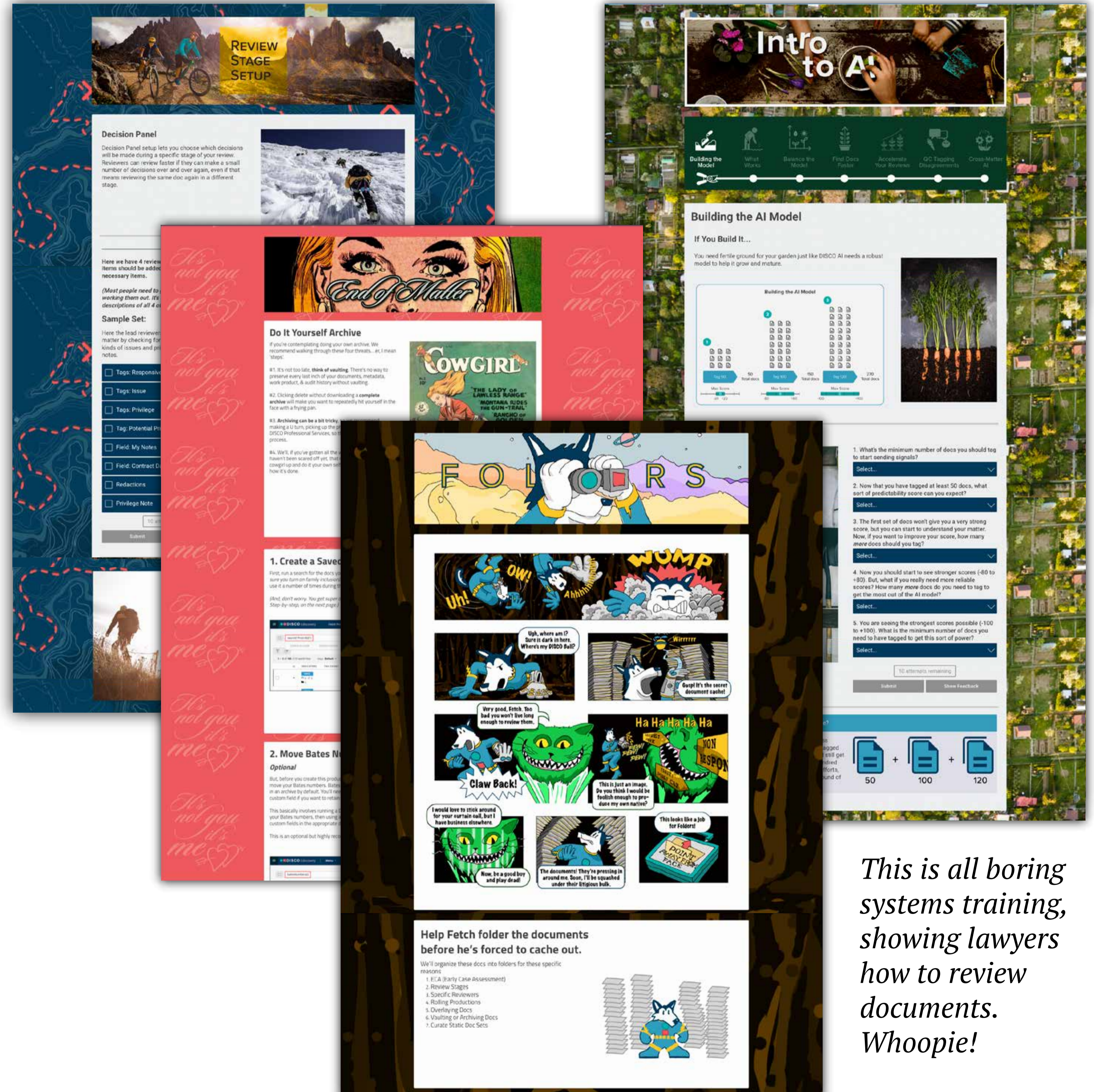
This is all boring systems training, showing lawyers how to review documents. Whoopie!

Hands-Free ILT

I applied the same system to our ILT, looking for ways increase to engagement while decreasing production time.

We wanted to make each session 100% hands-on, where learners needed to problem-solve their way to the finish.

After deep diving into board game designs, I realized that we could create in-person sessions that were 95% learner-driven, and instructors could act like coaches instead of content deliverers.

1. First create a real-world problem, an end -product that encapsulates your objectives.

2. Then create "rules" & "boards" that guide the learner through the lesson, teaching them how to complete each step, using the objectives.

3. Outputs from one step become inputs for the next step, chaining objectives together, & building towards the end-product.

Resume

UNT UNIVERSITY OF NORTH TEXAS

BA in Art, *Watercolor*
(Less marketable than you'd think)
2003

DROO LEARNING

Learning Content Strategist *(self-employed)*
Jan 2023 - Present

Developed educational marketing plans for website content, email campaigns, & social media. Consulted for online course dev.

DISCO

Curriculum Designer
Oct 2019 - Jan 2023

Oversaw design and dev. of the company's online curriculum and in-person onboarding programs. Led a team of 6 IDs *(dotted line)*.

Bluewater

Business Consultant
Aug 2014 - Oct 2019

Consulted for LMS implementation, content development, UX, and learning management. Led a team of 4 consultants *(dotted line)*.

ResponsiveEd

History and Gym Teacher
Aug 2011 - Jul 2014

culturered.

Business Owner
Jun 2008 - Aug 2011

Ran a small business. Designed websites and branding.

SKILLS

Content development strategy
Simulation and workshop design
LMS implementation
User Experience
Graphic design
Dang good writer
I paint too

TECHY STUFF

Storyline, Captivate, Adapt, & Evolve
Cornerstone, SumTotal, & Intellum
Anything made by Adobe
I've made tons of systems training, so there's more where this came from

FUN STUFF

History
Mythology
Comparative Religions
Kung Fu *(just like Keanu)*
Acupuncture *(no, for real)*
I also grow microgreens out back
(it's totally legal, honest)

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