

**D|R DROO
O|O LEARNING**

Create a High-Speed Content Factory



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MEET 100% OF BUSINESS NEEDS IN A FEW SHORT MONTHS

Imagine you're given a large dirt field, and one job, "**Turn this field into a forest.**" So you think, "Ok, let's plant some trees." But there's a problem, say it takes you **120 hours** to plant each tree. What happens is, all these weeds start growing up around you. And since you don't have a complete, healthy ecosystem, your trees get **diseased and die.**

This is not far from what it's like building a corporate curriculum. It takes way too long to make eLearning, and since the business still has unmet needs, everyone and their dog starts **making their own** training ("weeds").

But there is a different way. Instead of starting with trees, start with **GRASS.** It grows fast, holds on tight, and covers the entire territory. Now you can go back and

plant flowers, bushes, even trees, everything you need for a healthy ecosystem.

In this field guide, we're gonna show you the Grass Method, & how it meets **100% of the business's needs** in just a few months. Also, how it allows you to upgrade your training along the way, creating a healthy robust learning ecosystem.

TECHNIQUE NOT TECHNOLOGY:

And the great thing is that this system doesn't rely on any particular technology. It'll work for **any LMS & any eLearning software.**

Let's get started.

100%,
FROM
THIS?
NAW.

FASTER THAN A SPEEDING CHAT-BOT

There's a lot of buzz about how to make training faster with AI. And I ain't gonna lie, we use it a lot. Research, mapping, assessments, and first drafts. It speeds the heck out of all those tasks. But honestly, if I dropped 500 new courses into your lap right now, that would probably be the worst thing that could happen to you.

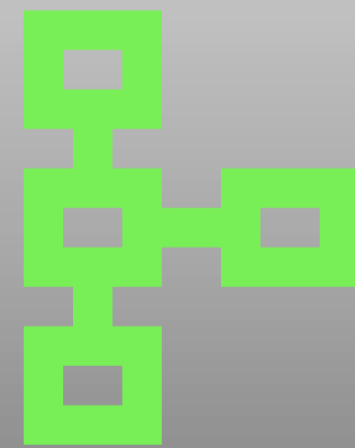
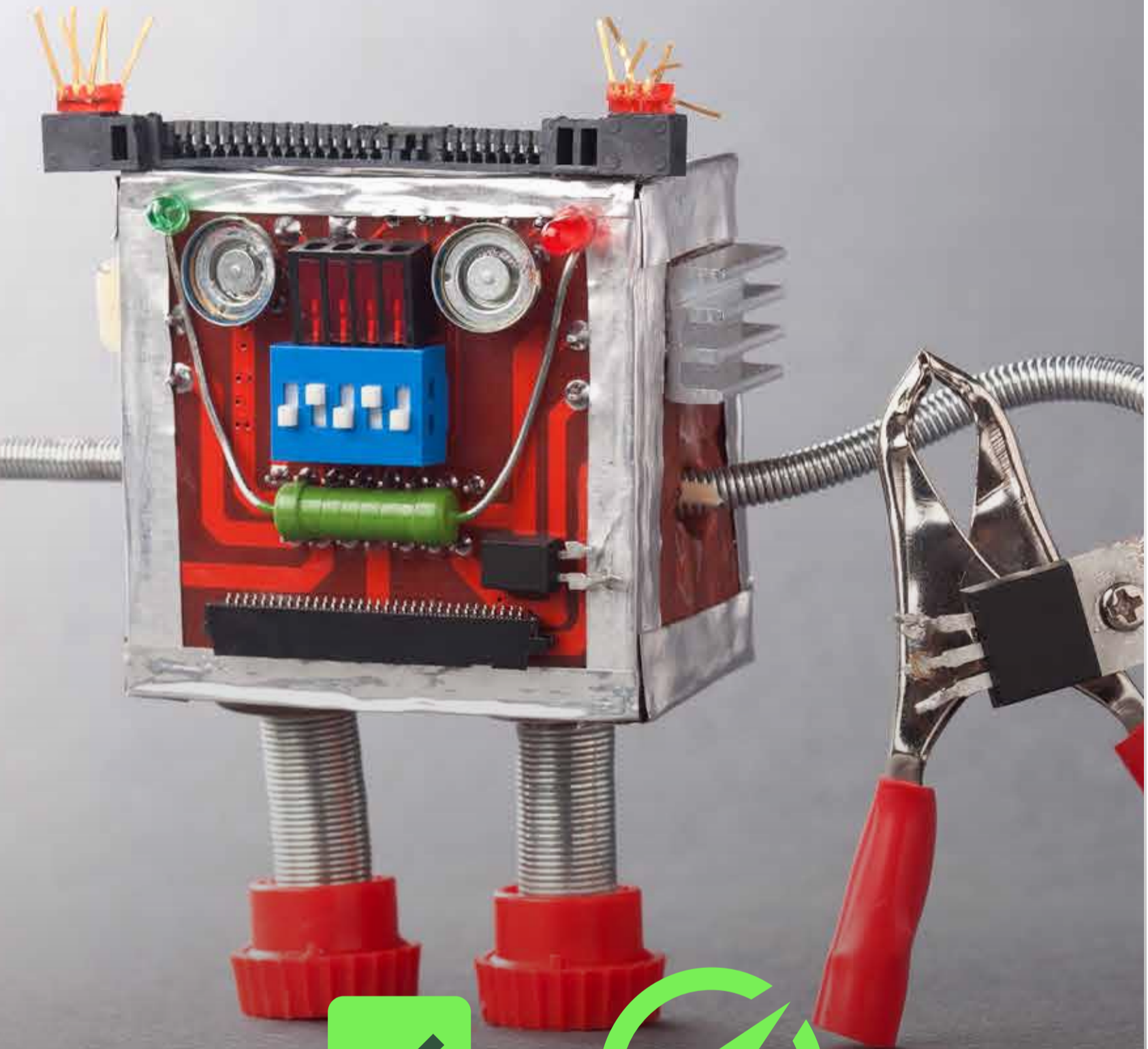
Most L&D pros never count the cost of ownership. Now you gotta maintain and update all those new courses. If you don't

count this cost from the beginning, the flood of updates will sink you.

But if you have a real plan, one that actually reduces the overall content you need, and one that cuts your maintenance time down to a ¼, then you can really take advantage of generative AI.

So make sure and check all these boxes before you dive into AI.

UNORGANIZED TRUCKLOADS OF CONTENT IS A GREAT IDEA!



Create content that is modular and reusable, so you only ever have to make updates in one place.



Use the SAT rule (*Simplest Acceptable Technology*), so that anyone on your team can update content, not just eLearning developers.



Use an MVP framework (*Minimum Viable Product*), so that content can easily be upgraded over time.



In this field guide, we'll look at each of these, so that not only will you be able to create training at light speed, but you'll also have the system in place to manage it.

MODULARIZATION

Most of us are used to creating large monolithic courses. They're geared toward one specific task and one specific audience. The problem is they lock up a ton of info that could be used all over the company. 70%-80% of your content is repeated in multiple places.

Instead, when creating content, imagine making Lego blocks, things that you can make other things out of. Not only are they way faster to create, but if you build your curriculum from reusable blocks, you never have to repeat

yourself, and you only ever have to make updates once. The changes cascade through your system.

Here's how to make modular, reusable training.

1



Create a content map that itemizes everything you'd ever want to teach. Shape each item to be its own stand-alone piece of learning.

2



Take your current training. Cut into pieces, matching each piece to an item on your map.

3



For any gaps, shoot short, informal videos.

4



Now build your learning paths by linking to your reusable pieces. You now have an MVP1 curriculum that meets 100% of business needs.

MVP CYCLES

As a kid I thought castles were pretty cool... lots of stone... a bit moat. The problem with castles is that they don't upgrade very well. Just try putting in electricity, indoor plumbing, or central heating and air. Unlike castles, there are some things that shouldn't last forever, and your eLearning is one of them.

That's why we took a page from agile software development, to make our content as flexible as possible. The MVP cycle

(Minimum Viable Product) is a method of continuous improvement that lets you get up and running ultra-fast. It starts you off with simple, practical training, but then allows you to easily improve it over time.

We found that you wind up with way more of that award-winning type of stuff that you're always itching to make.

Here's how we do it.



MVP1: Start with simple modular videos cut from webinars, lunch-n-learns, or informal videos recorded by SMEs.



MVP2: Replace with short high-quality videos that stick to the basics.



MVP3: Add interactive eLearning that dive deep into each topic.



MVP4: Fill out your program with fun hands-on workshops and simulations.



S.A.T. (SIMPLEST ACCEPTABLE TECHNOLOGY)

The next thing that will send you directly to Maintenance Hell (*do not pass Go, do not collect \$200*), is fancy tech.

The complexity of your development tools is directly related to how much time you'll spend updating content. Also, not everyone on your team can use those tools, so that greatly reduces the number of teammates who can make updates.

We actually try to steer clear of Storyline and Captivate (GASP! Sacrilege!).

When making new content ask yourself, what is the simplest form of tech we could use?

Every course needs to be a bundle of different modules. And each module needs to be evaluated to see what level of tech it requires.

Here's how you do it.



1 BASIC HTML

If your LMS has an HTML page creator, make as much of your content with it. These are the easiest to update, & anyone on your team can pitch in.

2 SIMPLE QUIZZES

Use standard LMS quizzes instead of SCORM quizzes. You don't have as many options. But you'd be surprised how creative you can get with just text.

3 SHORT VIDEO

This is the next level, so keep those videos short. We recommend liberally putting in graphical section breaks. So if a different instructor has to step in, it isn't so jarring.

4 E-LEARNING

Save all your interactions for this 1 module. Do most teaching with simpler formats. Even pick a simpler eLearning tool like Adapt or Evolve. Don't rely on fancy tech to make the course fun.

LOW-COST ENGAGEMENT

At conferences, I always see people truck out their ultra-cool, high-engagement training. Afterward, I'd walk up and ask them how many of these ultra-cool eLearning modules they've made.

They'd always say the same thing, 2 or 3.

If you want ALL your training to be fun and engaging, you have to seriously simplify.

Here's how we do it.



1



Ban all complex eLearning, interactions, and programming. Force yourself to get creative.

2



Ensure every piece of info is actionable, and arrange those actions into step-by-step SOPs.

3



Choose low-tech techniques to engage like storytelling, metaphorical themes, and emotive imagery.

4



Instead of presenting info, make them figure it out. Take a cue from problem-based learning, Socratic questioning, and write-to-learn.

HOW CAN I GET STARTED WITH A CONTENT FACTORY?

Great question.

The truth of the matter is, you don't have to settle for a clogged-up production pipeline. Getting up and running with this method is much easier than you think

At Droo Learning we can help you set up your own high-speed content factory. We not only have a fun hands-on workshop, that'll get your team enabled with this system, but we'll also hand-tailor it to fit your unique learning environment.

And if you're strapped for resources, we can even help you build out your MVP1 curriculum.

Drop me a line, and we'll set up a quick call, to see what this looks like for you.

droo@droolearning.com



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www.droolearning.com

droo@droolearning.com