

EARNING

+

MODALIT

OUR KEY

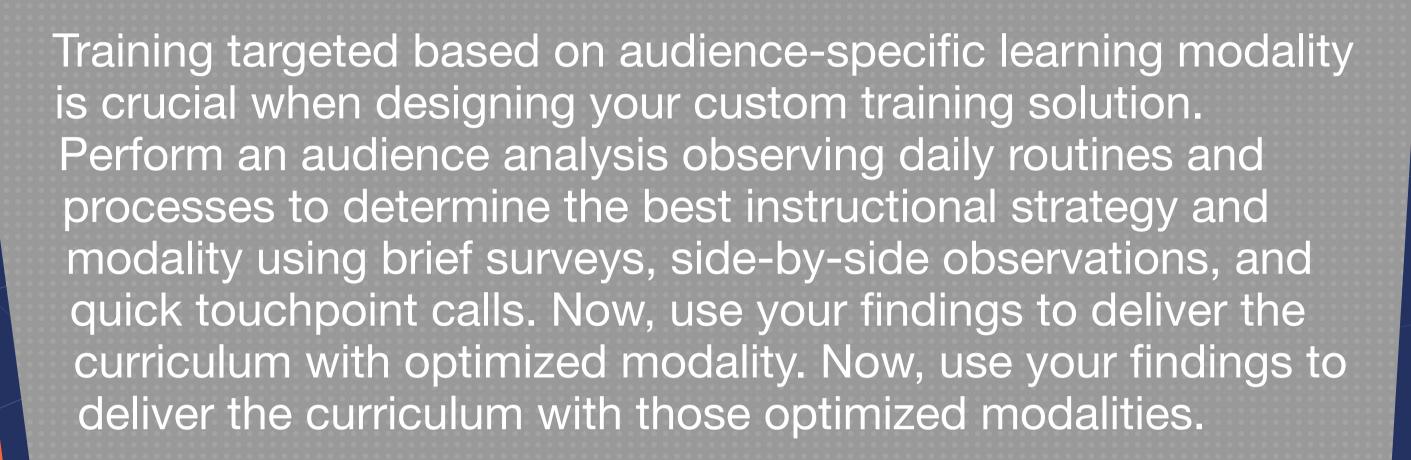
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CHANNELS

to Targeting Your LMS Audience

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Based on lean business process, it may seem like one standard curriculum across all business units would be an easier and most economical approach. However, one standardized curriculum will not meet individualized needs of business units like Finance, Marketing, and Engineering. Each has its own unique team of employees, processes, goals, products, and procedures. A one-stop training curriculum will not address specific needs of a Finance Manager, let alone an Engineering Manager. Specificity trumps lean process for this audience.

ROCESS &

PROCEDURES

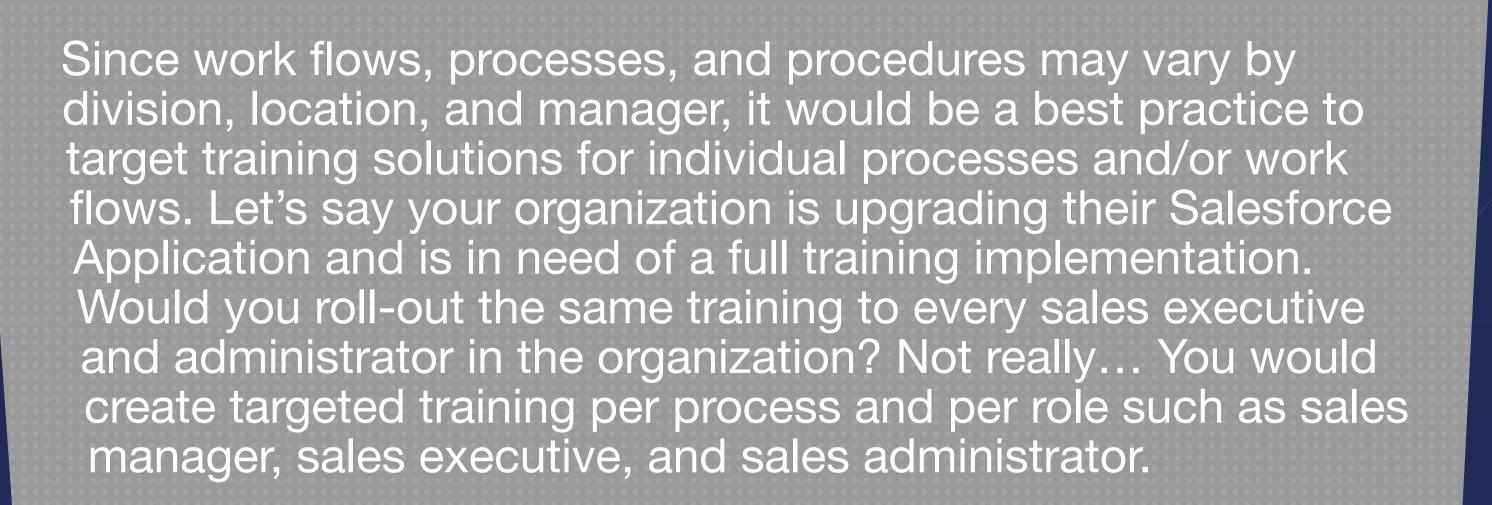
BUSINESS

UNIT

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channel

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Standards and requirements vary greatly from vertical-to-vertical, division-to-division and role-to-role. The need for targeted training here is critically important to the overall health of the organization. Say your organization is launching a new PMO (Project Management Office) including new roles of Senior and Junior Project managers. The training needs for this venture include overall PMO training (what is PMO, what are the core standards, requirements, expectations, processes, and outputs of the PMO) along with core job training for each new role.

