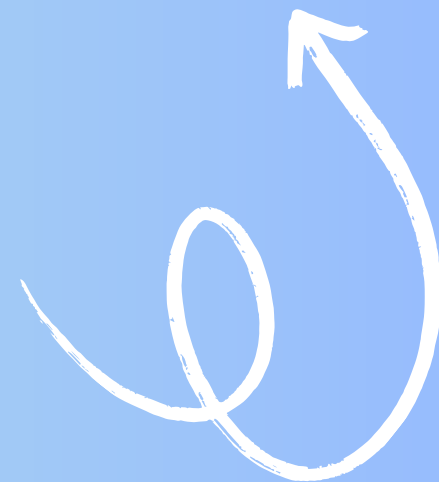


Ice King Cakes

Exellence Delivered - Operational Challenges Overview

Designed and Developed by:
Jonathan Harbison



Operational Challenges

Addressing Ice King Cakes' Issues

Time Management

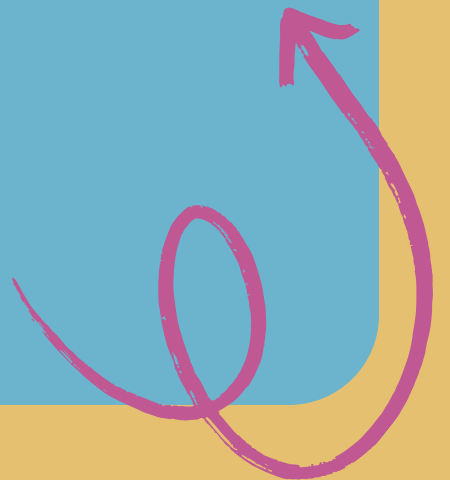
Ice King Cakes faces **significant time management difficulties**, particularly with early start times and workflow inefficiencies, leading to delays in production and service delivery.

Communication Issues

Poor communication among store personnel results in **missed opportunities for upselling** and inventory inaccuracies, ultimately impacting customer satisfaction and profitability.

Safety Compliance

Safety concerns arise from physical fatigue and **improper freezer management**, risking employee well-being and compliance with health regulations, creating a need for immediate intervention.



Solutions Implemented

Enhancing Safety and Communication

Freezer Management

Techniques for requesting additional freezer space ensure compliance with store policies and facilitate proper inventory management, contributing to increased efficiency and reduced product spoilage during transportation.

Safe Practices

Implementing safe lifting procedures minimizes physical strain and ensures employee well-being, allowing for safer handling of products and reducing the risk of workplace injuries during operations.

Workflow Management

Efficient daily route workflow management streamlines operations by integrating pre-trip inspections and thorough documentation, fostering accountability and effective time management throughout the distribution process.

Communication Protocols

Establishing standardized communication protocols enhances interaction with store receivers, ensuring accurate information exchange that improves inventory management and reduces the likelihood of missed upselling opportunities.

Upselling Strategies

Utilizing recommended talking points helps Route Sales Representatives effectively engage customers, enhancing their upselling techniques while promoting product knowledge and improving overall sales performance across all routes.

Critical Actions

Prioritizing critical actions with Subject Matter Experts (SMEs) allows for targeted training and focus on high-impact behaviors, ultimately enhancing safety compliance and sales effectiveness within the team.



Instructional Design Process

Utilizing ADDIE and ARCS Models

Analysis

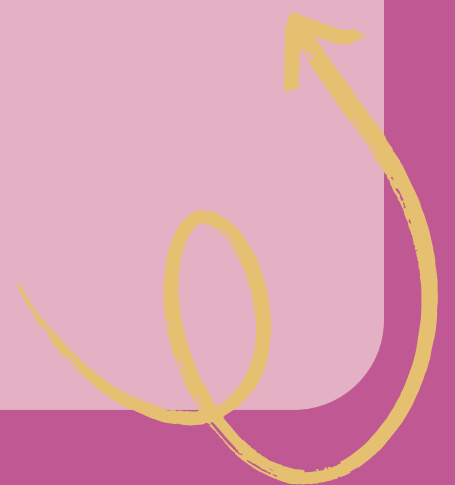
Collaborated with the divisional director and subject matter experts to identify key operational issues and establish clear training goals for Ice King Cakes' workforce.

Design

Created a comprehensive text-based storyboard based on collected feedback, ensuring that the training materials were tailored to address identified challenges effectively.

Development

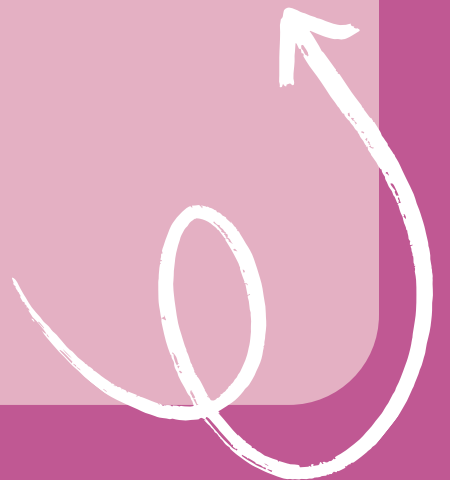
Built an engaging prototype in Storyline 360, refined the content with SME input, and developed the final module in Rise 360 for optimal learner experience.

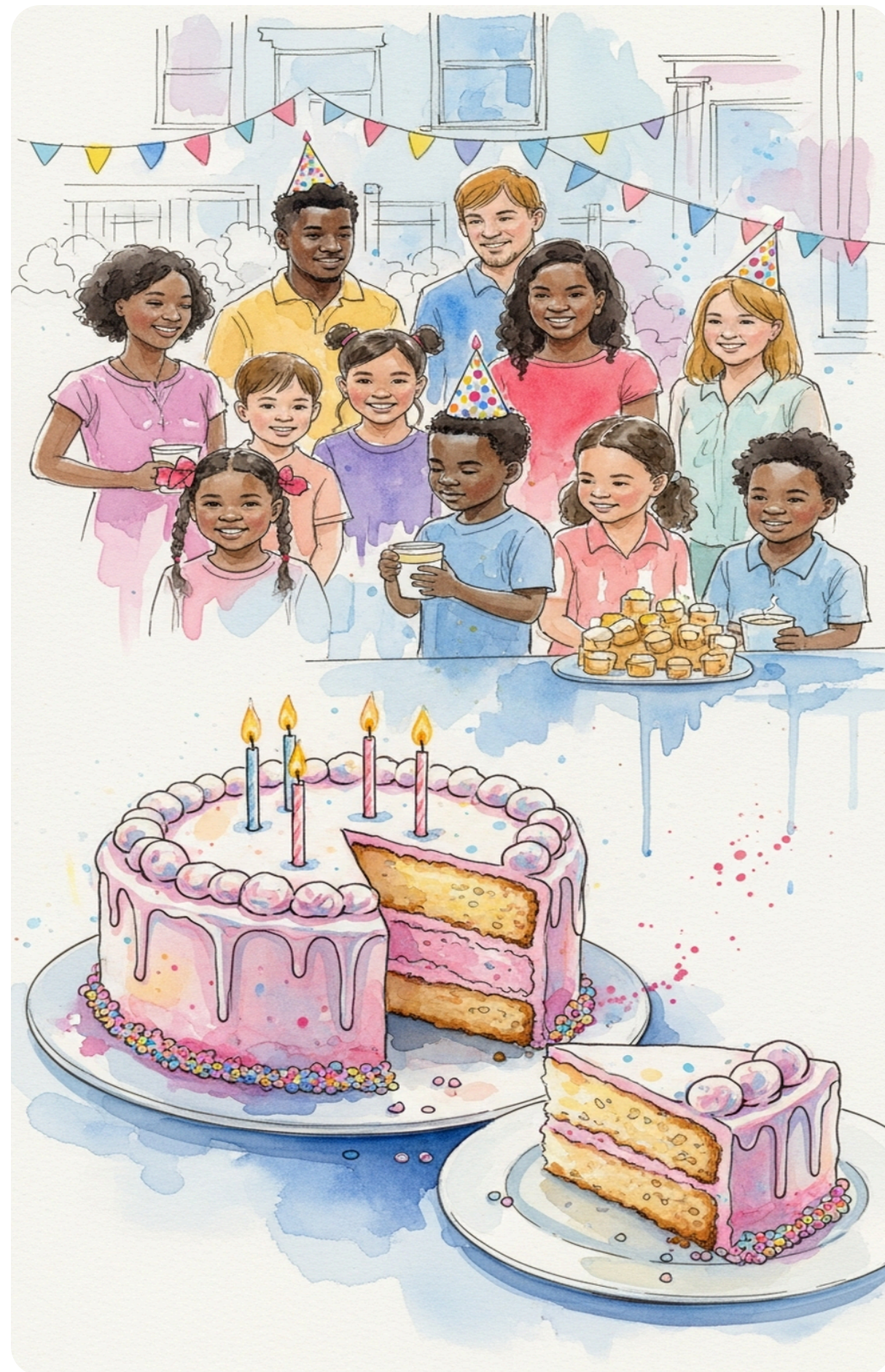


Kirkpatrick's Evaluation Results

Assessing Training Effectiveness and Impact

- **Level 1 – Reaction:**
 - 95% satisfaction rate from post-course surveys
 - High engagement reported with interactive elements
- **Level 2 – Learning:**
 - 28% increase in average post-test scores
 - Improved understanding of upselling strategies
- **Level 3 – Behavior:**
 - Noticeable changes in route execution
 - Enhanced customer interaction quality observed
- **Level 4 – Results:**
 - 12% increase in incremental sales
 - 15% reduction in product waste
 - Reinforced operational excellence and customer satisfaction





Thank You

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