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Education Services

Powered by CYBER CROCODILE

## Are your users make in full use of your software?

CyberCrocodile uses a modified ADDIE instructional design process and takes into account long-standing andragogic principles. We also utilize foundational constructs such as Bloom's Taxonomy, the Ebbinghaus Effect, and the Kirkpatrick model for evaluation. By understanding your business goals, we can design, develop, and deploy educational materials that are effective, efficient, repeatable, and scalable.

Our Educational Services

- *Sales/Sales Engineering Enablement Program Design and Implementation (Internal and Partner Programs)*
- *Instructional Design Workshops*
- *Content Development (Articulate Storyline and/or Rise)*
- *Systems Demonstration Production*
- *Advanced Learner Evaluation Implementation*
- *Professional Voiceover Production*
- *Learning Management System (LMS) Selection Consulting*
- *Course Conversion (ILT to vILT, ILT to eLearning, eLearning to ILT/vILT)*
- *Portfolio tours upon request*

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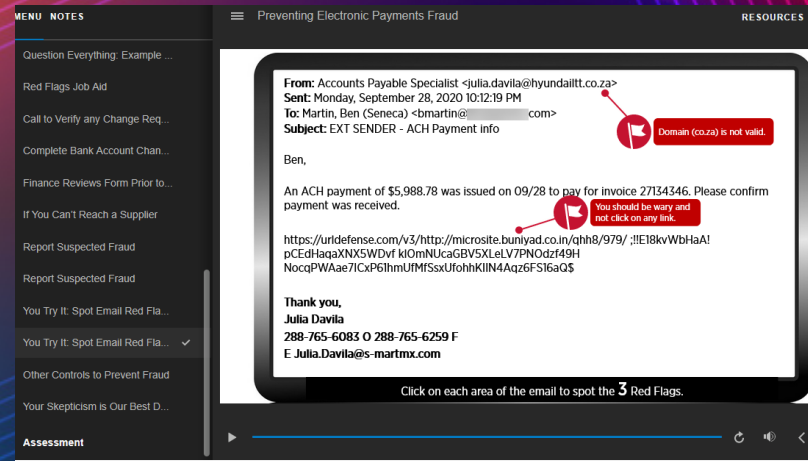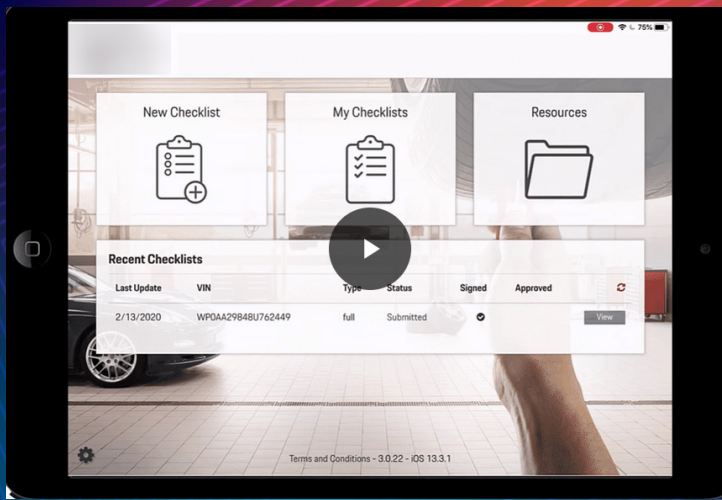
OUR APPROACH

Phase I: Discovery
A Deep Dive Into the Results You Seek
We'll partner with you to thoroughly understand your organization's educational needs, as well as your timing and budget. Because we're already well-versed in running sales enablement organizations, this phase will be thorough, but quick.

Phase 2: Instructional Design
A customized curriculum, designed for your goals, utilizing the most current methodologies for retention and accountability.
We'll shape your curriculum using the methods that are most effective for your sales reps, ensuring you'll receive the sales results you desire and produce revenue more quickly. The concepts we call on include:

- ADDIE – This process comprises the five stages of the development process – Analysis, Design, Development, Implementation, Evaluation – with a focus on reflection and iteration.
- Bloom's Taxonomy – A set of three hierarchical models used to classify educational objectives by levels of complexity and specificity.
- Ebbinghaus Effect – Also known as the 'forgetting curve," this approach considers the decline of memory retention over time when there is no attempt to retain it.
- Kirkpatrick Levels of Evaluation – Reaction, learning, behavior, and results.

Phase 3: Content Development

A collaborative process that works the way your sales team needs.

As we develop your curriculum, we'll utilize tools like Articulate 360, which enables you to review our progress, provide feedback, and make changes quickly and easily.

Phase 4: Evaluation

- Understand what works and what needs improvement.
- To ensure you're getting the most from your training investment, we'll utilize test results and other metrics to continually evaluate the effectiveness of your curriculum against your business goals.

Delivery

- The right method for your unique needs.
- In-Person
- Live Virtual
- Asynchronous

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