

# CURRICULUM BLUEPRINT

## PURPOSE

A Curriculum Blueprint is a long-term training plan which ensures that training priorities are driven by business objectives.

## PROCESS

- Review existing training courses (e.g., content and collateral materials).
  - ◆ Conduct interviews with senior management to understand strategic direction and business context of training needs.
  - ◆ Interview members of client's training staff to learn about currently available training and development resources.
- Compare competency model content/needs analysis data to current training program offerings to create a matrix that identifies:
  - ◆ Courses that are on-target.
  - ◆ Courses that are needed but not delivered effectively.
  - ◆ Gaps in the current curriculum based on identified competencies.
  - ◆ Elimination of courses that don't meet an identified need.
- Conduct benchmark of key competitors or exemplary organizations' curriculum (optional).
- Redesign the existing curriculum based on client approval, which includes:
  - ◆ A matrix identifying all courses and their relationship to needed competencies.
  - ◆ Identification of learning tracks and course sequencing.
  - ◆ Course descriptions that cross-reference related study areas.
  - ◆ Recommendations for addressing training gaps, including course objectives, delivery methods (such as classroom, e-learning, job aids, etc.), and content overviews.

## BENEFITS

- Build training and development solutions based on business requirements.
- Ensure alignment between competencies/identified needs and training/development solutions.
- Align priorities in terms of course sequencing.
- Get buy-in of key corporate stakeholders for the long-term direction of training initiatives.

## CASE STUDY

When a top-tier pharmaceutical company wanted to ensure that its initial training for early-hire sales representatives was "world-class," ADVANTIS Research & Consulting was engaged to conduct a Curriculum Blueprint. After benchmarking the curricula of key competitors and analyzing this client's current training plan against strategic priorities, several courses were designed to align training with current medical realities, including stronger emphasis on team co-promotes and increasing physician access.

**RESULT:** Changes were made in the initial training curriculum that better prepared early-hire sales representatives to be successful in a highly-competitive selling marketplace.