YOUR TRUSTED PARTNER FOR LEARNING AND DEVELOPMENT SOLUTIONS


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“70% of employees report that they don’t have mastery of the skills needed to do their jobs.”

- Harvard Business Review

Designing Digitally helps you determine your performance needs to identify pain points and knowledge gaps, and then designs customized training strategies that will empower your employees and allow you to meet set business objectives and goals.

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**Our Vision**
Be a globally recognized leader that supports the future of workplace learning

**Our Mission**
Help companies grow through custom learning and development

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**THE PROCESS**

**PROJECT JOURNEY**

1. **Consult**
   Identify your business challenges, needs, opportunities, and goals

2. **Develop**
   Craft custom learning experiences that align with your objectives

3. **Support**
   Maintain and evolve your training by leveraging performance analytics

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**THE VALUE**

**WHY DESIGNING DIGITALLY**
### THE LEVELS

<table>
<thead>
<tr>
<th>Markets / Industries We’ve Served</th>
<th>Services / Core Competencies</th>
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</thead>
<tbody>
<tr>
<td>• Healthcare / Hospitals</td>
<td>• Gamified eLearning</td>
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<tr>
<td>• Finance</td>
<td>• Serious Games</td>
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<tr>
<td>• Automotive</td>
<td>• Simulations</td>
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<tr>
<td>• Education</td>
<td>• Mobile App Development</td>
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<tr>
<td>• Retail</td>
<td>• Instructor-Led Conversion</td>
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<tr>
<td>• Aerospace / Aviation</td>
<td>• xAPI / SCORM / AICC Tracking</td>
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<tr>
<td>• Hospitality / Food / Travel</td>
<td>• LMS Creation / Implementation</td>
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<tr>
<td>• Real Estate / Development</td>
<td>• Training Videos</td>
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<tr>
<td>• Government / Municipality</td>
<td>• Virtual Reality</td>
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<tr>
<td>• Natural Resources / Energy</td>
<td>• 360 Degree Video</td>
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<tr>
<td>• Manufacturing</td>
<td>• Augmented Reality</td>
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<tr>
<td>• Emergency Response</td>
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<td>• ...and many more!</td>
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### Our Project Tiers

<table>
<thead>
<tr>
<th>Description</th>
<th>Onyx</th>
<th>Bronze</th>
<th>Silver</th>
<th>Gold</th>
<th>Platinum</th>
<th>Diamond</th>
</tr>
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<tbody>
<tr>
<td>A video presentation that explains information with minimal learner interactivity</td>
<td>An eLearning module with interactive activities to test the learner’s understanding</td>
<td>An interactive eLearning module with gamified exercises that generates excitement and increases comprehension</td>
<td>A highly customized training experience that includes brief scenarios where learners can apply their knowledge</td>
<td>A lifelike Simulation or Serious Game that assesses the learner’s reaction in an immersive experience</td>
<td>A complex Serious Game, Simulation, Mobile App, or VR/AR experience that challenges learners to complete tasks</td>
<td></td>
</tr>
</tbody>
</table>

| Bloom’s Taxonomy’s Focus Areas | Remember, Listen, Name, Identify | Understand, Summarize, Interpret, Compare | Apply, Process, Use, Implement | Analyze, Organize, Structure, Outline | Evaluate, Investigate, Judge, Act, Critique | Create, Explore, Construct, Devise, Invent |

### Services / Additional Capabilities

- Instructor-Led Conversion
- xAPI / SCORM / AICC Tracking
- LMS Creation / Implementation
- Training Videos
- Virtual Reality
- 360 Degree Video
- Augmented Reality
THE BENEFITS
PARTNERSHIP PROMISES

No matter what industry you serve, we are here to help you become the company you want to be. By partnering with Designing Digitally you gain:

- Better communication between employees and customers
- Improved repeat business and brand loyalty through learning and development
- Increased employee retention
- Improved training ROI
- Solutions to real-world business challenges
- Access to highly scalable training
- A highly-educated and skilled workforce
- Access to ongoing analytical data

THE PROOF
HOW WE’VE HELPED OTHERS

Wyndham Destinations
Wyndham Destinations reduced training by 60 mins per learner, saving the company 23,750 training hours in total through customized compliance training

Procter & Gamble
100% of P&G employees who took the QPHA Simulation agreed the program builds capacity in Quality Assurance

ELFA
The Equipment Leasing and Finance Association saw 80% training ROI within the first two months of launching their eLearning assessment course

Vermont DMV
Vermont DMV increased the pass rate for written driver exams from 55% to 75% with the Drive Vermont online tutorial
At Designing Digitally, we aim to understand your business objectives, determine your existing learning barriers and opportunities, and then develop innovative training experiences that will produce the desired improvements and changes. We work to gain a deep knowledge of your initiatives, identify the skills needed to prepare next-level employees, and set plans of action to maintain and grow your organization.

**CONSULTING**

**SHARING OUR EXPERTISE**

We help you determine the feasibility of your project by identifying the following factors before you begin your learning journey.

**CONTENT READINESS CHECKLIST**

**DO YOU HAVE EVERYTHING YOU NEED?**

We help you determine the feasibility of your project by identifying the following factors before you begin your learning journey.

1. **Need**
   - What is the driving motive for this effort? Problem, need or opportunity?

2. **Desire**
   - What goals do you want to achieve from this training effort?

3. **Ability**
   - Do you have the authority to authorize this training effort?

4. **Capacity**
   - Do you have an allocated budget for this training effort?

5. **Objectives**
   - Do you know what criteria this training effort must include?

6. **Opportunity**
   - Is now the right time to begin this training effort?
What is the most effective way to train your workforce? **Contact us** to determine the best way to educate, engage, and entertain your learners through the use of custom online training courses. With our consultative approach, our team will work with your organization to understand your content then create a custom learning plan with targeted outcomes to ensure an engaging training experience. Our team will develop your entire curriculum of custom courses to fill all of your organization’s training needs.