



# 3 WAYS GOVLOOP TRANSFORMS TRADITIONAL TRAINING

## LET'S FACE IT: MOST WEBINARS OR E-LEARNING COURSES ARE BORING AND INEFFECTIVE!

You sit at your desk and multi-task while someone drones on over a series of text-heavy slides. There's got to be a better way! And there is.

## BELOW ARE JUST THREE WAYS THAT GOVLOOP IS TRANSFORMING TRADITIONAL TRAINING FOR GOVERNMENT.

### COHORT-BASED, SOCIAL LEARNING EXPERIENCES

**How We Do It:** Assess current classroom- or web-based training and restructure the content to create an engaging, multi-week experience online.

**Where We've Done It:** The Federal Highway Administration asked GovLoop to convert a classroom-based course for online delivery. Nearly 100 participants joined 7 teams, representing over 20 federal, state and local DOT agencies.

**What We Did:** Over the course of 7 weeks, the teams were engaged through:



**60-minute live webinar sessions** led by SMEs and facilitated by a moderator, including live discussion, chat, polls and ample Q&A.



**Blogs and videos** as 'reading' assignments that featured relevant case studies.



**Online group discussion** framed around both the live webinar and the blog / video content.



**Group-based, online action learning teams** where participants worked in a wiki to produce a clear plan.

### HIGH IMPACT, INTERACTIVE LEARNING VIDEOS:

**How We Do It:** Conduct interviews with your subject matter experts, then create 4-5 minute modules that blend video, quizzes, reflection and crisp action steps.

**Where We've Done It:** The Knight Foundation awarded GovLoop a prestigious Prototype Award to produce two interactive courses on Design Thinking and Open Data.

**What We Did:**



**Conducted 45 interviews in 10 cities** across the US to gather diverse perspectives and unique voices on the subject matter.



**"Chunked up" the content into key themes**, then produced a series of short, highly engaging modules.



**Deployed text animation and 'choose your own adventure' features** to reinforce learning and make it more "sticky" and relevant.

### ON-DEMAND, MICRO-LEARNING MODULES:

**How We Do It:** Take old, archived webinar footage and breathe new life back into it by cutting it up into bite-size chunks. We also spruce them up, creating simpler slides that better support the learning process.

**Where We've Done It:** GSA's Digital Gov University had a "Plain Language" course where we stripped out the audio, chopped it into short segments and built fresh slides that reinforced the expert's insights.



**Identified an existing webinar** with excellent subject matter.



**Extracted the audio** and identified the logical break points in the content in order to break it up into 4-5 minute micro modules.



**Built sleek slides** with minimal text and elegant images that appear just as the speaker is making a key point.

*"The course reflected care and thought, a good stack of resources, and a useful framework. Real world examples and discussion of them by the participants who thought them up and carried them out was very useful and encouraging. I also liked that it rolled out over several weeks, in order to deeply implant information that could otherwise be lost a few days after leaving an intensive "retreat" and returning to regular duties."*

*- Social Learning Course Participant*

## CONTACT US:

If you'd like more information about how GovLoop can help your agency to produce better web-based learning experiences, please contact:

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