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Creating Value Through Outsourcing

How L&D Teams Can Leverage Strategic Partnerships to Meet the Enhanced Expectations from the Business

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About the Author 🔍

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2

Creating Value Through Outsourcing
How L&D Teams Can Leverage Strategic Partnerships to Meet the Enhanced Expectations from the Business

Preface

The pandemic has cast long shadows and has changed training delivery significantly – over last 15 months, we've seen that a wider adoption of digital learning and a move toward learning in the flow of work are part of this new normal. With this change, L&D teams are clearly in the spotlight!

As per LinkedIn Learning's Workplace Learning Report (2021):

"We have seen learning move from a relatively new discipline within HR to taking center stage and becoming a must-have strategic role that will help shape the new world of work.

To that point, two-thirds (66%) of L&D pros globally now agree that they are focused on rebuilding and reshaping their organizations this year.

And, we've seen a big surge in learner engagement on LinkedIn Learning. From 2019 to 2020, the number of enterprise learners more than doubled, and the amount of learning has also increase by 58% more hours per learner.

That doesn't feel like a step change — it's a monumental leap."

With changing workplace dynamics moving from a predominantly remote to a hybrid workplace, there is also an acceleration in training demand for upskilling, reskilling, and facilitating internal mobility of talent.

Given this mandate and the fact that the asks from learners, business, and organization continue tos evolve, do L&D teams have all the capabilities in-house to meet and exceed these expectations?

Read on, as I share insights on how L&D teams can leverage outsourcing partners to achieve their mandate successfully – even as the workplace dynamics continue to evolve!

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Table of Contents

Creating Value Through Outsourcing
How L&D Teams Can Leverage Strategic Partnerships to Meet the Enhanced Expectations from the Business

Section 1

Why Should You Outsource eLearning Content Development in the New Normal?

Introduction

To successfully navigate the rapid pace of change, organizations must leverage outsourcing partnerships. In this section, I show you how outsourcing of eLearning content development can provide room to meet the changing needs of hybrid workforces.

Why should organizations consider outsourcing eLearning content development?

To successfully handle the changing dynamics of business today, firms are finding that effective partnerships are a must. COVID forced many companies to modify their staffing models – moving away from in-office teams to virtual teams. A new normal is emerging, one in which firms are leveraging hybrid staffing models. It's clear that a hybrid workplace model is more effective than the traditional model.

Accommodating the changing needs of this type of audience has added complexity to the L&D function. A shifting model that includes some on-site employees and some remote employees highlights the trend for learning to move toward digitization. There's an increased demand for innovative digital training options. Employees need information in the flow of work, and work can happen almost anywhere. Digital eLearning content best accommodates this need. Users are demanding more flexible learning options.

This has widened the scope for L&D teams beyond what a traditional staffing model can handle. No traditional team can possess all the specialized skills and knowledge required for today's evolving hybrid labor model.

7

Creating Value Through Outsourcing
How L&D Teams Can Leverage Strategic Partnerships to Meet the Enhanced Expectations from the Business

How should organizations embrace the strength of outsourcing partnerships?

Companies operate in a world of finite resources. It's highly competitive to find and retain top talent. Today's world is different than it was when employees had to sit near each other to collaborate. Modern communication tools have essentially eliminated geographic distances. Individuals can work together regardless of geographic location. Those firms who embrace this change will succeed. Those who resist will fall behind.

This new paradigm is particularly optimized for knowledge work. L&D professionals should analyze how to leverage the new paradigm of employer and employee relationships, organization, and virtual connectivity to utilize a larger talent pool.

How should organizations embrace the strength of outsourcing partnerships?

Companies that don't embrace outsourcing are faced with several problems:

1. They employ large teams made up of specialists with a few project managers and one or two generalists. Project managers and generalists become a bottleneck for efficiency and effectiveness. They block creativity and innovation due to lack of skills and the ability to expand beyond their team's skill set.

2. They employ large teams made of mostly generalists with few specialists or project managers. Work quality degrades to superficial learning solutions.

3. Hungry for the best talent but limited to a small geographic region, business leaders develop a limited vision and stunt the impact employee development has on customer performance and business success.

In each case, the current (and outdated) way of approaching labor slows innovation and productivity such that new knowledge work companies who have embraced an outsourcing model will overtake and out-compete those who don't.

All the things that L&D teams need to do require skills not present on any given traditional team. However, the right eLearning content development partner can bridge this gap. Outsourcing eLearning content development enables firms to meet the needs of a hybrid workforce and the increasing demands from business stakeholders.

9

Creating Value Through Outsourcing
How L&D Teams Can Leverage Strategic Partnerships to Meet the Enhanced Expectations from the Business

What are the advantages of outsourcing eLearning content development to a strategic partner?

There are several advantages when outsourcing eLearning content development to strategic partners:

1. Outsourcing eLearning content development to a strategic partner gives firms a **virtually infinite bench of talent**. There are many specialists out there, hungry to be paid for their skilled labor. Firms no longer must keep specialized skills in-house but can instead outsource for these skills as needed. For example: For a project that requires scriptwriting and video development, in-house project managers can hire a strong scriptwriter and then pass their work on to an outsourcing eLearning content development team with strong video development skills. More focused skills can be found for short-term tactical work, closing the loop it takes to upskill internal employees.

2. Outsourcing **firms already have proven talent,** and partnerships show immediate positive returns.

3. When working with outsourced partners, it's easy to **set and adhere to quality standards**. This gives L&D teams useful flexibility to leave an outsourcing company if they don't meet promised standards.

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What are the advantages of outsourcing eLearning content development to a strategic partner?

4. Outsourcing eLearning content development **increases innovation and creativity** by bringing in a fresh, outside perspective.

5. Unfortunately, full time employees aren't always motivated to work quickly. However, **outsourcing firms are motivated to do a great job as quickly as possible** so they can move on to the next project. Project time to completion is decreased by outsourcing eLearning content development.

6. The **work cycle doesn't stop when partnering with outsourcing firms**. In fact, it's advantageous to find outsourcing partners that operate in different times zones, giving teams a chance to build content while stakeholders aren't working. They can then request reviews when stakeholders are working, essentially eliminating wait time. This increases iteration opportunity while reducing time to completion. There are no pauses because while one team is off cycle, the other is working.

7. Outsourcing eLearning content development provides a **flexible cost model** wherein firms can find the labor they need at a potentially reduced cost from what is available locally. Additionally, companies get more bang for their buck because all they pay for when working with outsourcing partners is labor – they don't need to worry about paying employees to complete administrative tasks like attending meetings or completing compliance trainings.

What are the advantages of outsourcing eLearning content development to a strategic partner?

8. The **hiring process usually takes a long time and is expensive**. In an outsourcing model, firms don't have to worry about hiring talent – the outsourcing partners take care of that.

9. **L&D teams can be more scalable**, quickly reacting to changing business requirements. By outsourcing eLearning content development, they can easily grow as the need increases and shrinks during down time.

10. L&D teams can be **more agile** in the types of training solutions they build when engaged with outsourcing partners. They're no longer limited to the narrow range of expertise within a small team of FTEs.

11. Outsourcing eLearning content development **reduces the risk** inherent in training rollouts because firms can select partners who have a proven record of content development and program implementation.

12

Creating Value Through Outsourcing
How L&D Teams Can Leverage Strategic Partnerships to Meet the Enhanced Expectations from the Business

How can organizations overcome potential challenges of outsourcing eLearning content development?

Company culture may shy away from using outsourcing partners. Employees may feel threatened. Trust is often an issue, especially at first. IT and HR departments are sometimes hesitant to operate with outsourced partnerships. However, once they see the immediate benefits from working with contract partners, those fears soon dissolve.

Sometimes, companies worry that they'll lose their close-knit family team feeling. But outsourcing partners quickly become extensions to permanent team components, tools that extend their capabilities to build effective eLearning content.

Some in-house L&D professionals will need to shift from being content developers to project managers. While this worries some FTEs, it creates an environment in which L&D teams can be more agile, quickly responding to stakeholder requests and hybrid employee needs. Those L&D professionals learn to become solution designers, not just content developers.

13

Creating Value Through Outsourcing
How L&D Teams Can Leverage Strategic Partnerships to Meet the Enhanced Expectations from the Business

Key Takeaways

Outsourcing eLearning content development has many advantages - from bringing in specialized expertise for content development (with skilled resources and next gen learning strategies) or a seamless way to scale. It can be customized to suit each organization's evolving needs. Solid partnerships with eLearning content developers will enhance the productivity and effectiveness of L&D teams.

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Section 2

How Can L&D Teams Leverage the Expertise of an eLearning Solutions Provider to Deliver Effective Learning Programs?

15

Creating Value Through Outsourcing
How L&D Teams Can Leverage Strategic Partnerships to Meet the Enhanced Expectations from the Business

Introduction

The pandemic has changed traditional learning paradigms. In this section, I discuss how to evolve training strategy responses to deal with this new world. Additionally, I outline how the expertise of an eLearning solutions provider can help businesses.

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How has the pandemic redefined the workplace and expectations from L&D teams?

The pandemic has changed workplace dynamics to predominantly work from home (WFH) or work remotely. The gradual reopening of workplaces has added an additional change to back-to-work (BTW) strategies. All indications are that we're not likely to see a predominantly in-office working model for a while yet. It's very likely that a hybrid workplace model – part WFH and partly BTW – will be the norm for the foreseeable future.

Given these changing workplace dynamics, what are the asks from L&D teams, and what challenges do they face in managing what remote learners expect?

How has the pandemic redefined the workplace and expectations from L&D teams?

- **New challenges and focus areas** - Learning teams have had to evolve how they deliver training as a result of new business models – from the gig economy to Zoom training and from office hoteling to hot desking. Learners want in-the-workflow learning, learning on-demand, multi-platform (tablets, smartphones, desktops, laptop) enabled learning, and easily digestible content. A multi-generational workforce has added to those challenges, sophistication, and complexity of learning solutions.

- **The need to reorient and innovate to make it work in the new world of work** - Because of these challenges and new focus areas, no longer is it feasible for L&D teams to either let the status quo prevail or use traditional approaches to training. Organizations must innovate and reorient their training strategies – just as they've pivoted to embrace new business models – in order to make training work in the new world.

- **What the future dynamics require** - It might be an overstretch to expect existing L&D teams to immediately redefine themselves to deliver in this new paradigm. In-house L&D teams can no longer support all aspects of training to deliver learning in the new hybrid workplace model.

One way for businesses to position themselves for a vaccine-levered recovery is to lever the expertise of an outside eLearning solutions provider and eLearning consultants to seamlessly match performance with new expectations.

18

Creating Value Through Outsourcing
How L&D Teams Can Leverage Strategic Partnerships to Meet the Enhanced Expectations from the Business

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What do organizations seek, and what are the factors driving corporate learning strategies?

Organizations today are looking not only for a robust learning strategy but also tools to support the execution of that strategy and the ability to establish a value proposition from delivering their learning strategies. Some compelling factors that drive improvement to organizational learning strategies include:

1. **Improve learner engagement** - Learner engagement is the key to knowledge transfer and its application in the workplace. Prevailing training strategies must evolve to improve learner engagement.

2. **Create a stronger link between learning and performance** - The ultimate goal of training is to improve performance – individually and at an organizational level. To validate a training model, it requires L&D teams to demonstrate strong links between learning and the resulting performance improvement.
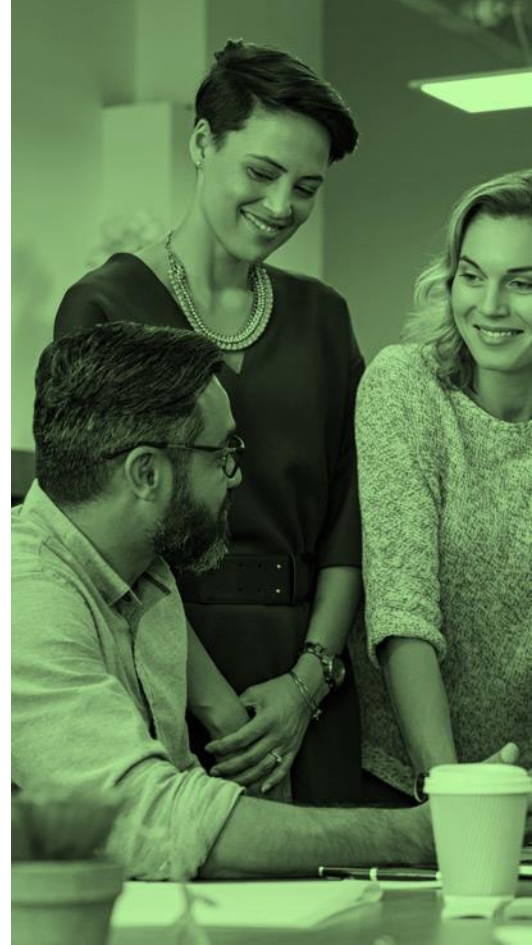
What do organizations seek, and what are the factors driving corporate learning strategies?

3. **Better measurement** - While the corporate LMS does provide valuable metrics – enrollment, retention rates, drop-out stats, completion rates, and so on – they also collect a lot of data that might not be relevant. It's vital to know what to measure and why, and what those measurements will tell us. New business models require better data and measurement criteria to evaluate the effectiveness of training strategies.

4. **Technology** - The right training tools and technology can be a significant change-enabler by impacting a company's core practices, workflows, and other critical business practices. While delivering a competitive edge to training, the challenge for learning organizations, however, is assessing technology readiness, including the ability to support it and ensuring technology doesn't have a deleterious impact on training.

How can you empower in-house L&D with an eLearning solutions provider?

It is unlikely that in-house L&D teams have all the expertise and skills to quickly and effectively pivot and respond to the new era of corporate training needs. One way to respond and benefit from the best of two worlds – in-house knowledge and additional experience and expertise – is to empower in-house teams with industry partnerships with an experienced eLearning solutions provider. Here's how:

- Identify core services that you want to retain in-house. Only do what you do best and leverage an eLearning solution provider's expertise for the rest.

- Discuss, debate what you should let go. Not everything that was done earlier is important now. Doing so relieves in-house staff of non-value-add tasks, which in time they may then redirect to value-enhancing functions.

How can you empower in-house L&D with an eLearning solutions provider?

- Identify areas to leverage - triage the services you can scale (do faster and better) with a strategic L&D partner. Their (eLearning solutions provider) broad-based industry experience coupled with in-house teams' proprietary knowledge is a willing recipe for success.

- Build strategic relations with L&D partners. Leverage the expertise of the partner to address new challenges and focus areas. eLearning consultants bring exceptional value in critical L&D functionality, including demonstrating value for effort, improving remote employee engagement, training impact measurement, and developing an org-wide learning culture.

What is the value of working with an eLearning solutions provider?

Partnering with an eLearning solutions provider is a matter of delegation and not relegation. Outsourcing your eLearning needs is a great solution to not just support what's required now, but to also prepare your organization for what's to come in the immediate and foreseeable future.

1. Your L&D team will spend months learning to pivot to address the training needs of your company. Partners can help accelerate that transformation and address the needs of the new work world.

2. As your in-house needs grow, adding more L&D staff might be difficult and costly – and may not be the right answer. Partnerships provide instant yet cost-effective scalability.

3. While your partners shoulder most of your L&D responsibilities, take that time to reinvent and refocus your own in-house teams to better deliver core services and support priority areas.

4. Get a head-start by addressing challenges and issues that you haven't encountered yet – but your partners have already solved those at other businesses.

What is the value of working with an eLearning solutions provider?

5. Leverage your eLearning service providers' global and cross-industry experience and expertise. Don't reinvent the wheel. Bypass the costly experimentation cycle and benefit from mature, tested processes.

6. Drive training innovation. Benefit from industry-leading best practices in launching and running L&D programs.

7. Access end-to-end lifecycle support. This spans the entire training workflow, from concept and creation to rollout, evaluation and measurement, and result-improving optimization.

24

Creating Value Through Outsourcing
How L&D Teams Can Leverage Strategic Partnerships to Meet the Enhanced Expectations from the Business

Key Takeaways

The pandemic has dramatically changed how we work, from primarily in-office to predominantly virtual, to now an evolution into a hybrid model. As a result, the asks of L&D teams to support the learning needs of the new hybrid model have also changed. No longer can in-house teams "do it all" – instead, they must leverage eLearning solutions providers' experience and knowledge.

Section 3

How Can L&D Teams Leverage Learning and Performance Consulting to Meet the Enhanced Expectations from the Business?

26

Creating Value Through Outsourcing
How L&D Teams Can Leverage Strategic Partnerships to Meet the Enhanced Expectations from the Business

Introduction

L&D teams may not have all the skills or experience to efficiently address the rapidly changing demands of today's workplace. In this section, I outline how Learning and Performance Consulting partners can support L&D teams to successfully meet the new mandate.

How can partnerships help L&D teams meet their realigned focus areas?
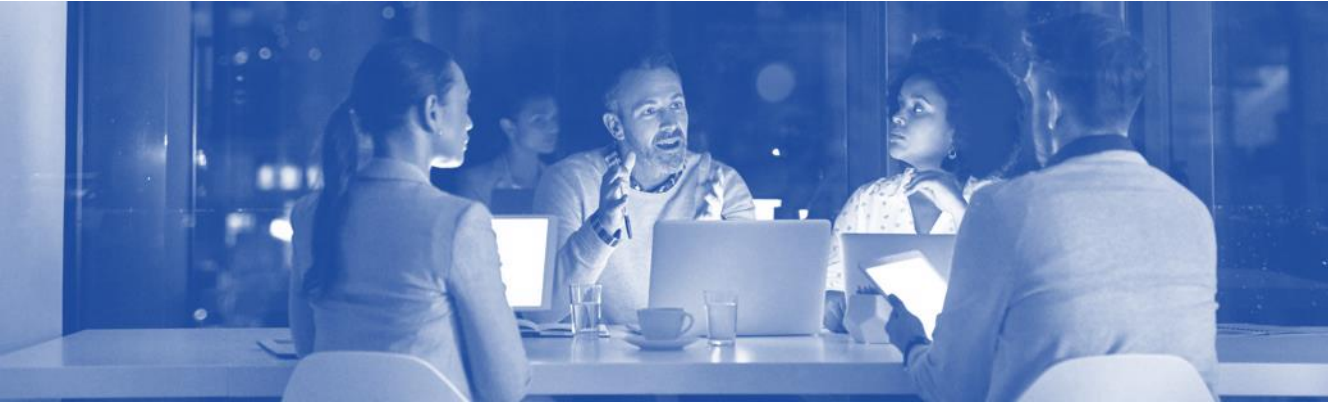
The heightened focus on remote work has also precipitated a huge change in how organizations view the mandate of their in-house training teams. A new work paradigm has meant that L&D teams pivot quickly to meet their new training mandates.

However, given the limited time available to make that switch, and the fact that this is a brave new training world requiring significantly different skillsets in which to operate, makes that pivot even more challenging. In situations such as these, working with a strategic Learning and Performance Consulting partner can help.

Traditional focus areas for L&D teams have been to "train" employees based on regular schedules, compliance mandates, or as a result of a new intake into the workforce.

28

Creating Value Through Outsourcing
How L&D Teams Can Leverage Strategic Partnerships to Meet the Enhanced Expectations from the Business

How can partnerships help L&D teams meet their realigned focus areas?

While that focus may still be valid, the changing workplace dynamic, especially given today's pivot to remote work, is forcing businesses to reimagine the focus of L&D teams, including:

1. Engaging and training remote learners. The challenge here is in motivating virtual learners and creating a better "learner" experience that's more broadly focused than delivering traditional "learning" experiences.
2. Aligning L&D to organizational goals.
3. Creating a culture of learning.
4. Measuring the impact of training.
5. Social and informal learning.
6. Motivating learners.
7. Learners' background knowledge.
8. Providing corrective feedback to learners.

These reoriented focus areas are extremely broad-based, and it is unlikely that in-house L&D teams would have the skills and experience to efficiently address them all.

As a result, leveraging strategic Learning and Performance Consulting partnerships may be the most effective way to meet the enhanced expectations in today's business environment.

29

Creating Value Through Outsourcing
How L&D Teams Can Leverage Strategic Partnerships to Meet the Enhanced Expectations from the Business

How can Learning and Performance Consulting partners add value beyond just content development?

Strategic Learning and Performance Consulting partners can help in-house training teams with more than just content development. The skills these partners bring to a relationship can also help training teams realign their focus to address their enhanced L&D mandate.

While traditional L&D outsourcing models leveraged external partnerships primarily for content development, a lot has changed over the past several years. These organizations now have a broader array of expertise, over and beyond content development, that they bring to the table in any strategic L&D engagement, including:

- **Implementation** (from concept to design to deployment) - In-house L&D teams typically "borrow" generalist expertise from various departments sections within the organization to deliver end-to-end training – from vision to implementation. While it is a practical approach, having an organizational partner who specializes in each aspect delivers better and more coordinated results. External partners bring end-to-end, full-cycle L&D experiences and best practices to the table.

30

Creating Value Through Outsourcing
How L&D Teams Can Leverage Strategic Partnerships to Meet the Enhanced Expectations from the Business

How can Learning and Performance Consulting partners add value beyond just content development?

- **Evaluation** - training effectiveness and impact (on learners as well as the business) - Many under-staffed and under-funded in-house L&D teams are under pressure to focus on training development and delivery. With an external partner's support, additional follow-through skills and practices can be leveraged to focus on evaluating the effectiveness of training, both on individual learners and the organization.

- **ROI determination** - Determining ROI requires a broader skill set than purely L&D expertise. It also takes knowledge and insight into a number of factors, including industry standards, financial reporting and measurement standards, and competitor assessment – which a typical in-house L&D team might not possess. Working with external Learning and Performance consultants opens doors for in-house teams to access such experience and expertise.

- **Measures to sustain the learning connect** (Reinforce, Remediate, Practice, Challenges, and Proficiency gain) - Training isn't over when it's over. Unfortunately, in-house teams with limited resources aren't able to always sustain post-training learning connections. External partners bring a wealth of experience and insight on measuring and sustaining the ongoing benefits of initial learning.

How can Learning and Performance Consulting partners add value beyond just content development?

While in-house L&D teams typically have lots of expertise to address the needs of their organization's training needs, they lack the diversity and breadth of skills and experience available at Learning and Performance Consulting companies. In today's extremely competitive training landscape, especially when it comes to remote training and online learning, it pays to leverage cross-industry-wide and global training and learning best practices.

32

Creating Value Through Outsourcing
How L&D Teams Can Leverage Strategic Partnerships to Meet the Enhanced Expectations from the Business

What are the business benefits of engaging with Learning and Performance Consulting partners?

Given the cap on an in-house training capacity, leveraging strategic Learning and Performance Consulting partnerships offers several benefits:

1. External Learning and Performance Consulting partners have built significant capabilities to address all of the challenges discussed previously. It would take considerable time, effort, and investment to develop such skills in-house.

2. Through multiple successful engagements, and by aiding other customers solve similar challenges, outsourced Learning and Performance Consulting partners have developed and perfected L&D best practices. These include proven methodologies, value-adding frameworks, and diverse expertise. Businesses can now quickly leverage those assets as a competitive advantage.

3. Strategic, engagement-based, and result-oriented partnerships lend themselves to better cost control and greater transparency and accountability.

What are the business benefits of engaging with Learning and Performance Consulting partners?

4. For you, some challenges you grapple with are new, while others are yet to manifest themselves. Through diverse sets of similar engagements, strategic Learning and Performance Consulting partners have previously addressed most of those challenges; and they now offer that expertise for you to leverage.

5. Learning from your own set of experiences, through trial and error, can be a costly, long-drawn process. Through their broad array of client experiences, outsourced Learning and Performance Consulting partners can help jump-start that learning process by giving you the benefit of their own lessons learned and experiences gained.

6. Innovation typically comes from the outside, and not from a closed-loop within an organization's ecosystem. Partners will spur innovation and help you implement and adopt new approaches to your L&D programs.

34

Creating Value Through Outsourcing
How L&D Teams Can Leverage Strategic Partnerships to Meet the Enhanced Expectations from the Business

What are the business benefits of engaging with Learning and Performance Consulting partners?

There is a strong business case to be made for working with an outsourced Learning and Performance Consulting partner, including cost reduction, flexibility to up/down-scale inhouse teams, accessing new skills and talent, compressing new training development and deployment, accessing industry best practices, and leveraging innovative training solutions.

Most importantly, outsourcing Learning and Performance Consulting partners can help organizations embrace a cultural transformation in their L&D programs. By leveraging the experience and expertise they offer, organizations can reinvent how they deliver training in a brand new virtual work and learning world.

35

Creating Value Through Outsourcing
How L&D Teams Can Leverage Strategic Partnerships to Meet the Enhanced Expectations from the Business

Key Takeaways

The new work paradigm has forced businesses to look beyond their own organizations to gain a competitive advantage, specifically in the L&D arena. External Learning and Performance Consulting partners can deliver a significant part of that competitive edge.

36

Creating Value Through Outsourcing
How L&D Teams Can Leverage Strategic Partnerships to Meet the Enhanced Expectations from the Business

Section 4

How Can You Leverage the Expertise of a Strategic Partner to Drive Innovation in L&D?

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Introduction

2020 was a challenging year and one of disruption for the L&D industry. In this section, I explain how L&D teams can capitalize on disruption and build a culture of innovation in L&D and experimentation, remodeling the way training is developed and delivered.

Why is disruption advantageous?

Nature demonstrates that it's not the strongest or swiftest that succeed – it's those who are most adaptable. In business, adaptability is king - it trumps speed and strength.

L&D teams are feeling increasing pressure to do more with less at a faster pace to keep up with the rate of change. Historically, education and L&D theorists and practitioners tend to straggle at the tail end of change. Even during the pandemic, many training departments were slow to modify their approach or recognize a shift in learner needs. For example, many organizations tried to force traditional face-to-face training into a virtual environment without changing anything but the delivery modality, even in the face of negative learner feedback.

While the pace of change is nothing new, L&D teams now have to accommodate more remote and hybrid workforces, the changing needs and desires of modern learners, and evolving technologies. L&D teams can no longer stubbornly insist on doing the same thing over and over.

L&D teams need to seize the moment and drive innovation in L&D for which the disruptions of 2020 were the catalyst.

39

Creating Value Through Outsourcing
How L&D Teams Can Leverage Strategic Partnerships to Meet the Enhanced Expectations from the Business

Why is innovation in L&D hard?

Incumbent firms are successful in the short-term by doing what they do and only making minimal, incremental innovations. But upstart firms eventually replace them by introducing radical innovations. Therefore, incumbent firms need to strike a balance between listening to customers and making incremental improvements and, at the same time, shifting the market with radical innovations. Those innovations may even upset their own niche. This is what the Harvard Business School professor Clayton Christensen called the "innovator's dilemma."

Consider Kodak. As far back as 1975, some of Kodak's renegade engineers innovated digital photography, but Kodak leadership ignored the new product concept. Once upstart companies began introducing digital cameras to the market, Kodak couldn't compete. The company eventually declared bankruptcy in 2012, attempting to jump into the digital market way too late.

40

Creating Value Through Outsourcing
How L&D Teams Can Leverage Strategic Partnerships to Meet the Enhanced Expectations from the Business

How can L&D teams innovate?

In general, L&D teams should consider the following five guidelines as they adapt to the disruptions emphasized in 2020 and drive innovation in L&D:

1. **Encourage risk taking and celebrate failures**: Traditionally, corporates fear risk. There are whole departments dedicated to predicting and mitigating risks. However, without taking risks, L&D teams cannot experiment, try new things, and learn from failures. It is the act of failing and then learning that incites creativity and innovation in L&D. Therefore, L&D teams need to also learn to celebrate failure as learning from failure creates the opportunity to iterate and improve on products and services.

2. **Create a space in which creative employees can take risks and fail**: L&D teams need to build out centers or operations in which employees can experiment, limiting high exposure situations. This may include product concepts that are tested with small but relevant customer populations, beta user groups, and market research. As experiments are conducted, those that fail must be documented, explained, and then shelved.

How can L&D teams innovate?

3. **Build teams that operate with maximum autonomy**: Decentralize leadership and reduce tactical decision making to the lowest level possible. While executives and directors should provide high-level strategic guidance and intent, they should also allow their L&D practitioners the freedom to tactically operate, free of micromanagement. It's those on the front lines that know what works and doesn't, and they need room to experiment and iterate without fear of reprisal from those above. As Jim Mattis has written, leaders should ask themselves three questions and then get out of the way: 1) What do I know? 2) Who needs to know it? 3) Have I told them?

4. **Nurture creativity and experimentation while maintaining operational continuity**: In his book "Creativity, Inc.," the founder of Pixar explains the importance of two parallel operational realities - **ugly babies and the beast**. "Feeding the beast" is what keeps the lights on and pays the bills from day-to-day. While creativity and experimentation are vital to innovation in L&D, it's also important to remember to maintain operational continuity. So, feeding the beast is important, but it's just as important to nurture "ugly babies." Those are the innovative concepts born from risk taking, experimentation, and decentralized leadership. They are what will drive new products, practices, and ultimately lead to the longevity of companies.

42

Creating Value Through Outsourcing
How L&D Teams Can Leverage Strategic Partnerships to Meet the Enhanced Expectations from the Business

How can L&D teams innovate?

5. **Adopt agile methods of project management**: L&D teams must leave waterfall project management to the dusty shelves of history and adopt agile methods of project management. Employing an agile project management methodology helps L&D teams to:

    - Work more closely with project stakeholders to determine what the actual problem is that they're trying to solve.

    - Stakeholders identify the Who, What, When, and Why of problems, but not the solution.

    - Project teams can then iterate to determine the appropriate solution.

    - Project teams move to develop minimal viable products, test them in the field while gathering feedback, and iterate until the solution solves the problem. A tighter iterative loop of implementation/feedback/iteration decreases time to market and increases chances of success.

How can you identify areas for innovation in L&D?

At its core, innovation in L&D is often the product of creative people learning to solve problems by recombining existing ideas and technologies in new ways. Consider the following when determining opportunities for innovation in L&D.

1. **Training effectiveness** – All training programs can become more effective. Ask this question: Which L&D programs, tools, and strategies will have the biggest impact on the L&D team's capabilities, skills, and chances for success?

2. **Efficiency of your training programs** – Most L&D programs, especially legacy programs, tend to collect a lot of operational overhead. L&D teams are great at building assets, programs, and courses that over time go stale and become outdated. Therefore, ask this question: How do we strip out the noise, reduce waste, and keep L&D investments focused on the most important areas that lead to the success of our customers? What can we trim and simplify, focusing just on what is most vital?

44

Creating Value Through Outsourcing
How L&D Teams Can Leverage Strategic Partnerships to Meet the Enhanced Expectations from the Business

How can you identify areas for innovation in L&D?

3. **Alignment toward business goals** – Companies move between pet projects, initiatives, and efforts. But training is most effective when it aligns with business strategy goals. Ask this question: How do we continuously realign the L&D function and our learning strategy to the most important, urgent, and strategic issues the company faces? How can we measure and demonstrate the impact of those training programs?

4. **Sustainable approach** – It's easy to forget that programs need to be viable not just tomorrow, but next month and next year. Technology implementations need strategic life expectancies and plans. Ask this question: Is what we're planning to do something that we can sustain for the lifespan of this project? How long does it need to last? How will we know when this program or asset has met or exceeded its usefulness?

5. **Futureproofing** – Things change. Change is the only constant. Therefore, it's vital to create an environment in which the team thrives during the unexpected, even catastrophic (or "black swan") events. L&D teams need to embrace the unknown and be willing to constantly evolve, adapt, learn, and modify behavior accordingly. This will drive innovation in L&D.

45

Creating Value Through Outsourcing
How L&D Teams Can Leverage Strategic Partnerships to Meet the Enhanced Expectations from the Business

![eidesign logo]

How can you leverage the expertise of a strategic partner to drive innovation in L&D?

However, L&D teams are increasingly realizing that their view of L&D practices and innovations is often filtered by what they can view from their corporate space.

An outside perspective, in the form of an external strategic partner, is the most reliable and effective antidote to this and can drive innovation in L&D.

How can you leverage the expertise of a strategic partner to drive innovation in L&D?

- **External strategic partners have the benefits of wide-ranging expertise and experience.** They work with various other companies, identifying areas for innovation in L&D and building solutions. They are exposed to the challenges, ideas, and practices of other L&D practitioners on a daily basis.

- **External strategic partners have quick and easy access to a myriad of specialized talent that is expensive to hire and maintain internally.** As L&D teams work with external partners, they're able to identify solutions and then find the talent required to build those solutions.

- Finally, and perhaps most importantly, **external strategic partners are highly committed to the best solution** because they're not encumbered by internal complications, competing priorities, and corporate politics. They're financially incentivized to solve problems efficiently and effectively.

47

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Key Takeaways

While 2020 was a year of disruption, L&D teams can seize the opportunity to build a culture of innovation in L&D and experimentation to deal with the challenges they face. Leveraging the strengths of external strategic partners can accelerate this quest for innovative problem solving.

Summary

Strategic partners can help businesses quickly pivot to address the new challenges in a virtual learning world. L&D teams can benefit from these strategic partnerships to successfully meet the expanded expectations of the multiple facets of their business. These include rapidly retraining, re-skilling, and upskilling their workforces and responding with agility to the upcoming demands of the hybrid workplace. More significantly, they can leverage the expertise of a strategic partner to drive innovation in L&D that would create a sustainable differentiator for business.

I hope my eBook gives you the required insights on how L&D teams can leverage these partnerships and achieve their enhanced mandate successfully.

Read More

1. [Elevating Remote Learning Programs Trilogy](#)
2. [Cracking the Code – How to Measure and Maximize the Business Impact of Your Corporate Training Programs](#)
3. [Getting Ahead of the Curve – Futureproofing Corporate Training With Learning And Performance Consulting](#)
4. [Case Studies](#)
5. [Demos](#)
6. [Insights](#)
7. [Learning Consulting Services](#)

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About EI Design

As a learning experience design company, we partner with customers in their **Digital Transformation** journey.

We help our customers deliver high-impact **Learning and Performance Support** solutions that offer:

- A high engagement quotient.
- Drive employee performance.
- Create high ROI for the learner, business, and organization.

We are certified as a **Smartchoice® Preferred Provider by Brandon Hall Group**. This is a testament to our expertise of nearly two decades in helping L&D teams deliver trainings that boost employee performance, impact business KPIs, and trigger behavioral change.

Our Virtual and Self-paced Online Trainings offer the **"triad of value"** to our customers by:

1. Creating "sticky" learning experiences.
2. Enabling effective application on the job.
3. Driving change in thinking and behavioral change.

About EI Design

The "triad of value" is achieved through a wide spectrum of meaningful, relevant, thought-stimulating, and action-oriented learning interactivities.

- These high engagement interactivities are designed to capture the learner's attention and drive greater learning depth and length of retention.
- Through interactivities for practice, we help learners apply learning faster and effectively to their role and responsibilities.
- We have unique learner interactivities and techniques that trigger critical changes in how learners think about their approach to work.

We offer **Learning and Performance Consulting services** - Our comprehensive portfolio enables organizations to develop and execute strategies that drive individual, team, and organizational performance.

Our training strategies have consistently won stellar accolades over the last five years. Our effective training makes your workforce well-equipped and your business ready to succeed. With our expertise, you can also improve employee performance and leverage learning strategies that impact your business objectives.

52

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Thought Leadership - Testimonials

Michael Rochelle

Chief Strategy Officer and Principal HCM Analyst

Brandon Hall Group

EI Design offers a unique value proposition that is rarely seen in the market. EI Design assists organizations in optimizing the impact of learning on individual, team, and organizational performance and maximizing the ROI on learning.

By leveraging their impressive expertise and experience, EI Design can lead an organization through the transformation of their learning from strategy to execution. EI Design sets the bar in the industry for what an organization should expect from a learning provider.

- 3 Golds for Best Advance in Custom Content.
- Gold for Best Advance in Compliance Training.
- Silver for Best Advance in Onboarding Technology.
- Silver for Best Advance in Learning Management Measurement/Business Impact Tools.
- Bronze for Best New Hire Onboarding Program.
- Bronze for Best Use of Blended Learning.

Thought Leadership - Testimonials

Christopher Pappas

Founder

eLearning Industry

We've been working with EI Design on a day-to-day basis since April of 2015. Our smooth collaboration is based on trust. EI Design goes above and beyond to help evolve the world of eLearning with its expertise, strategies, and innovative ideas.

Gamification, Microlearning, Blended Learning, and training ROI are only some of their greatest strengths!

Companies can leverage their expertise to embark on a meaningful digital transformation journey. They deliver high-impact learning that focuses on a high engagement quotient. EI Design has a massive impact on how training makes a business reach success. They accomplish that by helping organizations drive employee performance. I trust that their methodologies and training needs analysis experience can lead companies to choose the proper training solutions.

EI Design has a constant flow of article publications, eBooks, and webinars on the eLearning Industry. Through their content, they offer valuable insights and solutions to Corporate Training buyers. Their assets are some of the most successful content marketing campaigns we've had. The above indicates that they are an established authority in several fields.

54

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Thought Leadership - Testimonials

I'm grateful that we've found such skilled partners. They always give excellent directions/feedback and know what they want. We constantly set realistic deadlines with realistic expectations when working together. EI Design's assets exceed expectations most of the times because eLearning Industry's community is a big fan of their work.

The customer feedback we get for EI Design is excellent! Apart from the hundreds of thousands of eBook downloads, webinar registrations, and article page views, they've managed to collect 90+ reviews for their directory listing on eLearning Industry.

EI Design's team shows incredible dedication. Above all, their high-quality product offerings, creativity, and timely delivery are evident in every project they get their hands on. They never miss a deadline and put their heart and soul into their work.

I am humbled to have worked with a team of such high integrity and commitment to our mutual success—a truly great business partner.

TOP
Custom eLearning Content Providers
— 2020 —
Featured on elearningindustry.com

19
rankings over the last 2 years

Thought Leadership - Testimonials

Ken Taylor

President

Training Industry, Inc

EI Design's focus on the combination of learning and performance strategy with a specific attention to effective measurement of the business impact of their programs sets them apart from many of the vendors in the custom content segment of the market.

EI Design demonstrates comfort leveraging either the best available technologies or customer selected technologies to develop impactful Blended Learning experiences.

EI Design has established a very competitive pricing structure, which will support both long-term margin protection and perhaps, if leveraged correctly, growth that should outpace the general market. They have also built a business model where they can sell their services to both the end customers and other training and development companies.

2021 WATCH LIST COMPANY
CUSTOM CONTENT DEVELOPMENT
TRAINING INDUSTRY

2

rankings over the last 2 years

56

Contact Us

Looking at adopting new ways to enhance your Learning Strategy? EI Design can help you with that and more!

EI Design's comprehensive portfolio of services is not limited to Formal Training alone but will enable you to drive employee performance and bring in behavioral change.

57

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Contact Us

Training Delivery

- Mobile Learning.
- Microlearning.
- Virtual and Blended Training.
- Mobile Apps for Learning.
- Personalized Learning.
- Localization.
- eLearning Accessibility Considerations.

Immersive Learning

- Gamification.
- Scenario Based Learning.
- Video Based Learning.
- Story Based Learning.
- Branching Simulations.
- Virtual Reality.
- Augmented Reality.
- Next Gen Strategies.

Training Needs We Address

- Compliance Training.
- Induction and Onboarding Training.
- Leadership Training.
- Sales Training.
- Application Simulations Training.
- Product Training.
- Soft Skills Training.
- Professional Skills Training.

Continuous Learning

- Performance Support Tools.
- Informal Learning.
- Social Learning.
- Self-Directed Learning.
- Content Curation.

Learning Technologies

- LXP Expertise.
- LMS Expertise.
- Learning Portals.
- VR Framework.
- Interactive Video Framework.
- Rapid eLearning.
- Flash to HTML5 Migration.

Training Impact and ROI

- ROI Determination.
- Predictive Learnability.
- Learner Analytics.

Key Learning Consulting Offerings

- Virtual Training Transformation.
- Measuring Training Effectiveness and Business Impact.
- Technology Migration.

Contact Us

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Contact EI Design

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