

The One Thing You Can Do TODAY to Level Up from ID to L&D Strategist

The Workbook

Use this workbook to jumpstart the
next phase of your L&D career.



2 0 2 2

TRY ALL THE MICROTRAININGS

Amplify your ability to go from designer
to strategist in just 30 minutes.



Sell Your SOULS

Learn how to convey your unique value so that you can position yourself as an expert and get buy-in for your ideas.

[> > Go to the lesson](#)



Think Like a Journalist

Uncover what's really going on by putting on your journalist hat so that you can deliver relevant solutions.

[> > Go to the lesson](#)



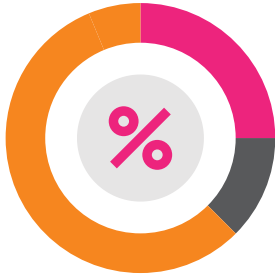
Be a Goal Digger

Define and achieve goals that matter to your clients and to yourself so you can make learning that matters™.

[> > Go to the lesson](#)

IRACIS

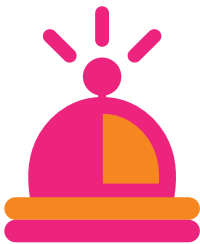
Address more than learning.
Address business needs.



Increase Revenue



Cut Cost



Improve Service

SMART Goals

Write down your short-term career goals, and your long-term career goals, using the SMART framework.

This ensures that you have a measurable target to work towards.



Specific



Measurable



Attainable



Realistic



Timely

Short-Term Goals

Long-Term Goals

BUSINESS TERMS TO KNOW

Things you might hear and need to know when consulting corporate clients on L&D solutions.

Compliance / Regulatory
Compliance

Customer Resource
Management (CRM)

Key Performance
Indicator (KPI)

Learning Management
System (LMS)

Learning Experience
Platform (LXP)

Return on Investment
(ROI)

Q1, Q2, Q3, Q4

Microlearning

xAPI

Mergers & Aquisitions
(M&A)

Organizational
Performance

Statement of
Work (SOW)

Structured On the Job
Training (SOJT)

Talent
Development

Workplace
Learning



GET IN

FROM DATA TO DESIGN

The 9-week program that takes you from unsure ID to confident consultant by giving you a simple framework for needs analysis, effective strategies for pitching your solutions, and methods for supporting project success so that you can create meaningful learning experiences that solve real problems.

Get it now and also get

10 weeks of Live Q&A

Tons of Templates & Tools You Can Use in Your Work

ClickUp Project Management Training

[SIGN UP NOW](#)

NOTES

[illegible]