# Opportunity Assessment: Content Development

**NIIT**

Content & Curriculum

Learning Administration

Learning Delivery

Strategic Sourcing

Learning Technology

# Content Development Opportunity Assessment

If your organization needs to improve the effectiveness and efficiency of your custom content development capability and is interested in outsourcing as an enabler, then the NIIT Training Content Development Opportunity Assessment can help you create a business case and actionable road map for outsourcing. The assessment helps you answer questions, such as:

How much is being spent and what is the mix of spend by

- Content type
- New development or maintenance
- Number of people involved and in what roles
- Volume of development
- Use of outside providers and associated volumes

What is the perception of leaders, managers, and learners on the efficacy of the training content?

What is the balance between the training that helps run the business and the training that helps advance the strategy?

How efficient is the content development process compared to industry benchmarks?

How robust is the design of the key programs in terms of content richness, design robustness, coverage of desired learning objectives, application at work, and alignment with business strategy?

What value is being realized by the businesses? What are the opportunities to enhance the value?
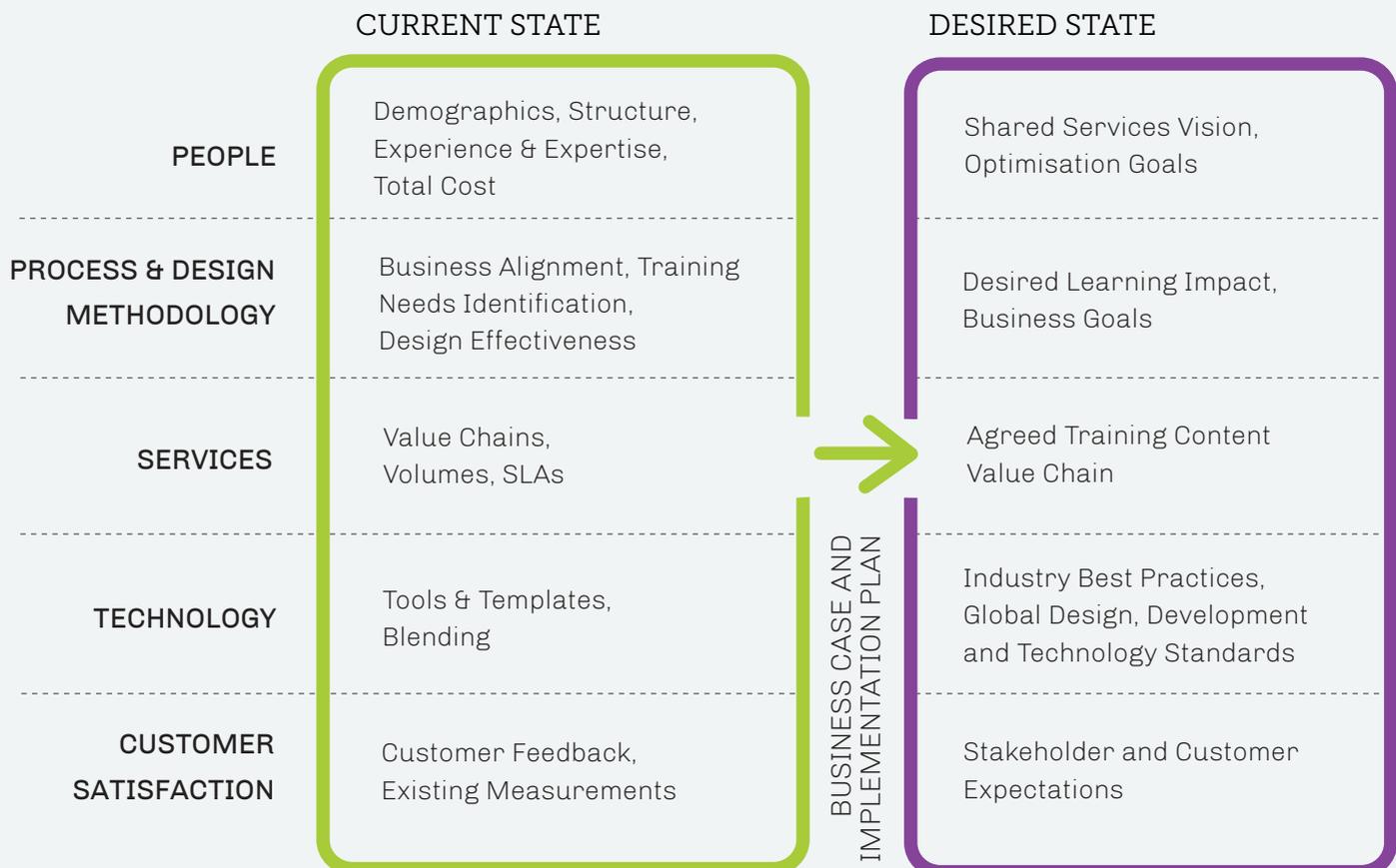
What are the specific opportunities to reorganize the content function and transform the design and development processes?

# About the Content Development Opportunity Assessment

The Training Content Development Opportunity Assessment is about assessing the current state of the training content capability and process in your organization and helping you move to the desired future state of higher effectiveness and efficiency by utilizing outsourcing.

The assessment process uses a business scorecard framework to evaluate the five key areas of your training content:

- People
- Process & Design Methodology
- Services
- Technology
- Customer Satisfaction

| | CURRENT STATE | | DESIRED STATE |
|---|---|---|---|
| **PEOPLE** | Demographics, Structure, Experience & Expertise, Total Cost | | Shared Services Vision, Optimisation Goals |
| **PROCESS & DESIGN METHODOLOGY** | Business Alignment, Training Needs Identification, Design Effectiveness | | Desired Learning Impact, Business Goals |
| **SERVICES** | Value Chains, Volumes, SLAs | → | Agreed Training Content Value Chain |
| **TECHNOLOGY** | Tools & Templates, Blending | | Industry Best Practices, Global Design, Development and Technology Standards |
| **CUSTOMER SATISFACTION** | Customer Feedback, Existing Measurements | | Stakeholder and Customer Expectations |

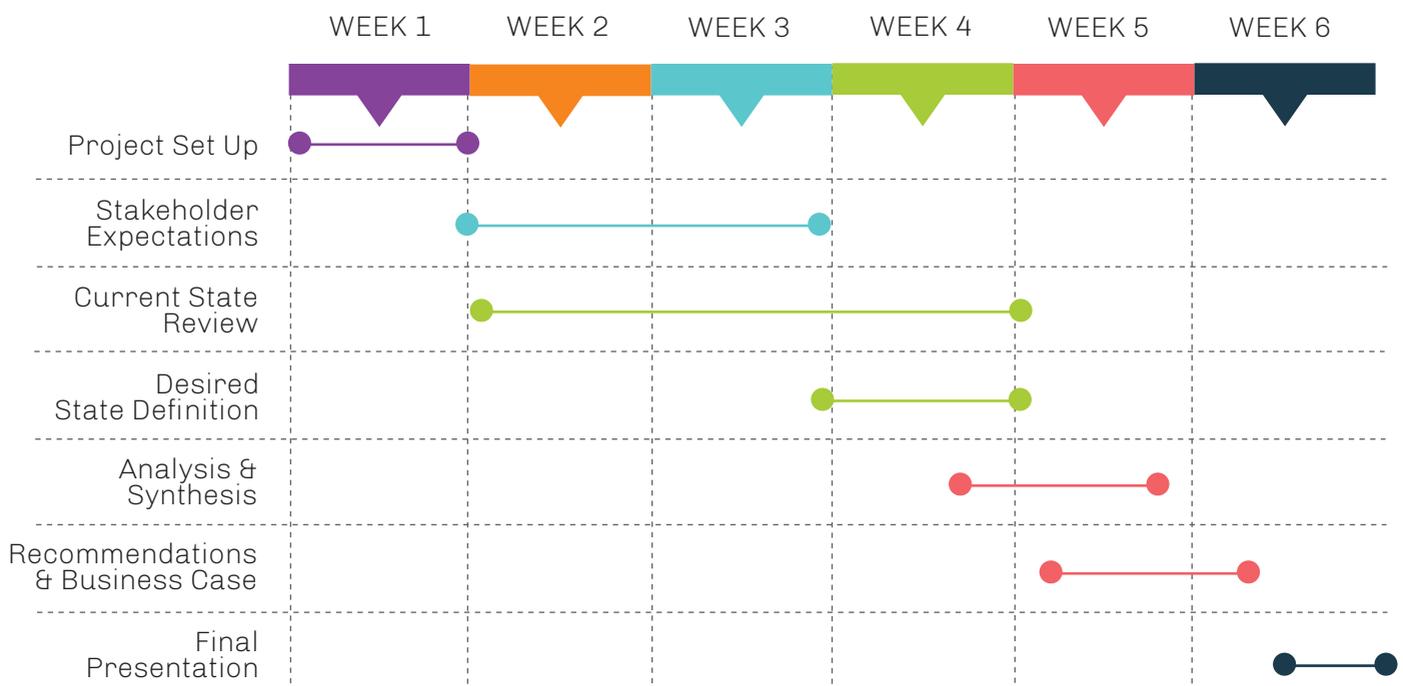BUSINESS CASE AND IMPLEMENTATION PLAN

# Outcomes

The assessment delivers detailed information on the current state of training content development, a clear picture of the desired future state, and a comprehensive set of actionable recommendations for making fact-based decisions about transitioning to the desired state.

Recommendations include solutions for:

- Outsourcing training content development to deliver higher value at lower cost
- Improving the cost-effectiveness of developing training content
- Optimizing and globalizing the training content design and development processes
- Standardizing the training content services
- Leveraging technology to enhance the reach and effectiveness of training content

# Timelines

The Training Content Opportunity Assessment typically takes 3–6 weeks depending on the scope and complexity. The figure below shows a representative timeline. The process includes conducting interviews and focus groups; reviewing the current training content design and development processes; reviewing some of the key programs and their impact; collating, analysing, and synthesizing data; and creating a business case for recommendations.

| | WEEK 1 | WEEK 2 | WEEK 3 | WEEK 4 | WEEK 5 | WEEK 6 |
|---|---|---|---|---|---|---|
| Project Set Up | ●——● | | | | | |
| Stakeholder Expectations | | ●————————● | | | | |
| Current State Review | | ●——————————————————● | | | | |
| Desired State Definition | | | | ●————● | | |
| Analysis & Synthesis | | | | | ●————● | |
| Recommendations & Business Case | | | | | ●————● | |
| Final Presentation | | | | | | ●——● |

# NIIT

© NIIT, 2018

Atlanta  |  Bergen  |  Chicago  |  Dublin  |  Gurgaon  |  London  |  Malaga

Ontario  |  Rochester  |  Shanghai  |  Sheffield

For questions or comments please write to businessimpact@niit.com.