



Instructional Design Document

Reimagining Virtual Discourse



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Instructional Design Badge: IDOL Courses

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“Reimagining Virtual Discourse”

Company: Triumph Consulting Firm (Invented Company for portfolio example)

Audience: Managers of work from home employees

Tools Used: Powerpoint, Articulate Rise, Canva, Flat Icon

1. Project Context

Project Context

Triumph Consulting Firm, TCF, a company of over 500 employees, has always been a strong believer in in-office work. TCF is distinctive in the market as a leader in Human Resources Consulting through agile and impactful delivery of solutions. Their culture has been built on in-person rituals, kickoffs, meetings, events, etc. All employees worked in-office 5 days a week. In March, 2020, their three locations closed due to the pandemic. This was a shock for a company that thrived with face-to-face contact.

During this work-from-home only time, the CEOs of the company learned, through several surveys, that 80% of their employees preferred the flexibility of working from home. In April of 2021 TCF decided to adopt a remote-only policy, in which all employees were given the option to work from home 100% of the time. During this time their company thrived and they hired 20 new employees.

Needs Analysis

According to surveys from Human Resources, of all employees:

- 70% are **satisfied** with working from home
- 50% report feeling **isolated** when working from home

- 60% are dissatisfied with the number of meetings on Zoom, citing what is known as “**Zoom fatigue**”
- 60% of new hires are feeling **confused** with all or part of the onboarding process

According to a survey of team leaders:

- 70% felt like they have become **more disconnected** to their team
- 50% felt that it was **difficult to form and maintain relationships** with their team
- 50% said that one or more members of their team are **unresponsive** in communication channels like email and on WhatsApp
- 60% feel like it is **more difficult** to communicate in the new remote environment

Based on these survey results, the Human Resources department has cleared the funding for this training.

Proposed Solution

The purpose of this training is to:

- Inform managers of the causes of Zoom fatigue
- Suggest ways to incorporate asynchronous conversation on an app called Volley
- How to best communicate with teams in asynchronous meetings.

Following these behaviors is projected to increase satisfaction with communication among teams by 40% with 80% of employees and team leaders feeling positive about team communications after one month. If this number is not reached, a follow up training for managers will be recommended.

2. Learner Analysis

Audience

Triumph Consulting Firm employs a total of 550 employees with 20 people considered “team leaders.” The team leaders are between 28-55 years old and have an average of 9 years work experience. Of the team leaders, 5 were new hires over the last year and

50% of them identify as women. The data also showed that 90% are mostly comfortable with communication technology and social media and all have participated in at least one online course.

End Objectives

- Learners will be able to explain the 4 causes of Zoom fatigue.
- Learners will be able to differentiate between asynchronous and synchronous workplace communication.
- Learners will demonstrate their ability to use the Volley app by creating an account, starting a conversation with at least 1 person, recording their first message, and starting their first channel.
- Learners will apply at least two of the four types of asynchronous meetings with at least 3 different employees using the Volley app, with both parties reflecting on their experiences.

Overall Training Goal

Team managers will learn how to improve discourse within their team by using Volley, an asynchronous conversation app.

3. Development

Tools

eLearning Platform: Articulate Rise

Graphics: Canva, Flat Icon

Job Aid: Canva

ILT Presentation: Powerpoint

Delivery Format

Training will take place over a 2 week window based on the schedule of the team leader. After the window, based on survey results, observations, and anecdotal evidence, a training follow up will be given if necessary after one month. The follow up

will be carried out with individual team leaders, synchronously, depending on the team leader's needs.

Standards

Course must be SCORM compliant and mobile-device friendly.

4. Course Design

Learning Environment

The first course is 100% online which will be created in Articulate Rise 360 and delivered via an LMS. It will take about an hour to complete the learning part of the course and three hours to complete the application part in which leaders meet with individual team members. If necessary, a follow up course will be offered, depending on feedback and results.

Instructional Strategy

The two phase approach to addressing the communication needs are as follows:

Phase 1: Asynchronous Rise Course, "Reimagining Virtual Discourse." This course includes:

- Module 0: Discussion forum (virtual, asynchronous)
 - Stimulate recall of prior knowledge: what is working on your teams in relation to communication?
- Module 1: The death of the meeting
 - The social impacts of work from home: 4 key issues
 - The 4 causes of zoom fatigue
 - Activity: writing a letter to your team empathizing with how they feel
- Module 2: Changing the format of your conversations
 - Getting started with the Volley app for your team: 3 steps, summary
 - Optional: sending messages, channels, conversations
 - Activity: Set up Volley, send a message, create a channel
 - Tips for using asynchronous video chat: 4 types of meetings

- Activity: Create an invitation for members of your team introducing one new way of meeting
- Conclusion
 - Activity: Knowledge check
 - Summary and additional resources
- Job aid: Getting started with the Volley app
- Reflection and learning assessment (see below)

Phase 2: Application: team leaders will be given one month to apply what they learned in the course about new forms of communication

- Survey (see below)

Phase 3: Instructor Led Training with HR representatives to follow up with team leaders who are not experiencing an increase in communication satisfaction with their team

- Module 1: Reflection and discussion of “the why”
 - Team leaders and HR representatives look at individuals on their teams and discuss concerns
 - Team leaders reflect on their own practices
- Module 2: Meeting them where they are at
 - Empathy: 5 exercises to help build more empathy within your team
 - Practice scenarios with HR rep: cultivating curiosity, stepping out of comfort zone, practice active listening, examine biases
 - Tips on how to engage with your team that are not asynchronous: coffee chats, weekly one-on-one check ins, and clarity/discussion protocols
 - Trying other communication channels: Zoom, social media, Google Meet

5. Assessment Strategy

Phase 1 Assessment (Rise Course, asynchronous)

These assessments are given directly after completing the online course.

Reaction Questions (Smile Sheet)

1. Rate on a scale of 1-5:
 - How relevant did you find the training to your job?

- How engaging did you find the training?
 - How satisfied are you with what you learned?
2. Would you recommend this training to a colleague? Why or why not?
 3. Are you confident you can use the Volley app to change how you communicate with your team?

Learning Questions

1. Why is "Zoom Fatigue" real?
 - a. Excessive amounts of close-up eye contact are highly intense.
 - b. Seeing yourself during video chats constantly in real-time is fatiguing.
 - c. Video chats dramatically reduce our usual mobility.
 - d. The cognitive load is much higher in video chats.
2. What is the difference between a channel and a conversation in Volley? (drag and drop response)
3. Categorize the words and phrases into the categories "synchronous meetings" and "asynchronous meeting."
4. How can you use asynchronous video to battle video call fatigue and text-based communication overload?
 - a. The Meeting Shortener Video
 - b. The Digital Drop-by Video
 - c. The Show and Tell Video
 - d. The Disconnecter Video
 - e. The Connector Video

Phase 2 Assessment (Application: reflection and feedback after 1 month)

One month after taking the Rise course, team members and managers will be given the same survey as was given before about their impressions of workplace communication at TCF. In addition, managers will be asked several follow up questions about how well they believe they are applying what they learned in the course and how they believe new communication strategies are working.

Original questions edited for use in this part of the training (follow up)

1. Rate on a scale of 1-5 how connected you feel with your team.

2. Compared to when we were in-office, do you feel like is it easier or harder to form relationships with your team? Why or why not?
3. Compared to when we were in-office do you feel like it is easier or harder to communicate with your team? Why or why not?
4. Are there members of your team unresponsive in company communication channels, including the Volley app? If so, why do you think this is?

If there are significant gaps in what team members and managers report about communication or if team leaders feel they need additional support a follow up training will be given.

Phase 3 Assessment (ILT with HR representative)

Since this phase is one-on-one with HR the HR rep will determine if completion of this part of the course was satisfactory.

The same survey as above will be given to the teams affected to determine Phase 3 effectiveness.

6. Project Sign Off sheet

Project Name: Reimagining Virtual Discourse

Client Company: Triumph Consulting Firm

Instructional Designer Agreement

I acknowledge that I will deliver upon the product and its specifications outlined in this document in accordance with the stated time frame. Any changes will be communicated to the client and will necessitate a renewal of this agreement.

Signature

Date

Client(s) Agreement

I agree to the terms of this course and will deliver upon any responsibilities outlined within its development

Printed Name

Role

Signature

Date