



**Beyond Training:
A Framework for
Behavior Change**

**How I Design Learning to
Drive Business Results**



This comprehensive onboarding roadmap is designed to guide newly appointed leaders through their first year, equipping them to become effective, purpose-driven leaders.

The Mission is to Fuel Business Transformation

The goal is to provide the most efficient and effective solutions that directly support the company's strategic goals.



Develop Capabilities

To build the skills needed to achieve current and future economic and business objectives.



Drive Performance

To improve individual development, facilitating retention and performance.

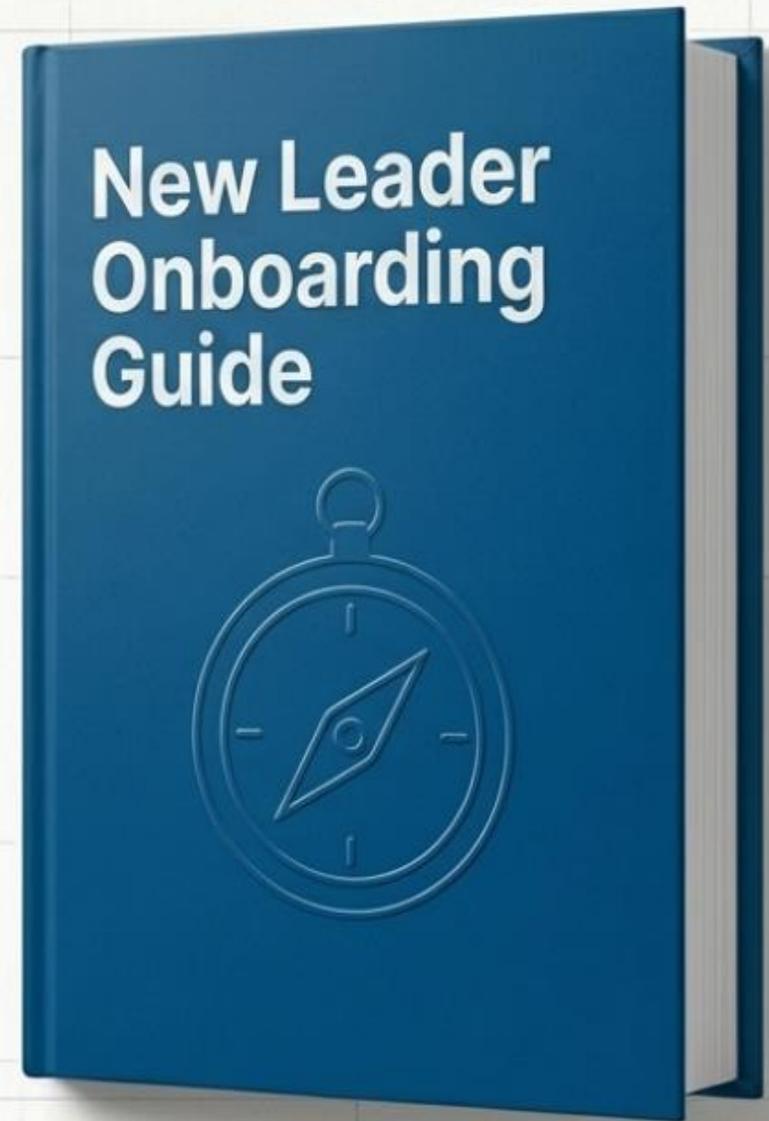


Enable Transformation

To equip our people to lead and adapt through significant business change.

Translating Strategy into Action: A Spotlight on New Leader Onboarding

To see my mission in practice, let's examine the New Leader Onboarding Program. This program was designed to solve a critical business challenge: accelerating the transition of new leaders to full effectiveness, thereby increasing engagement and retention.



The Goal: Master the Leadership Mindset, Skillset, and Toolset

Program Purpose

This program supports a leader's transition with the tools, insights, and strategies needed to become effective, influential and visionary.

The core message is purpose-driven leadership, helping leaders inspire and empower their teams to drive meaningful impact.

Key Business Outcomes

- ✓ Ensure new leaders feel welcomed and connected.
- ✓ Build relationships with key stakeholders.
- ✓ Increase engagement and job satisfaction.
- ✓ Accelerate the learning curve to “hit the ground running.”

Blueprint: A Disciplined Process for Predictable Excellence

Every effective program is built on a foundation of rigorous instruction design. My process ensures that every learning solution is targeted, measurable, and aligned with business needs.



1. Assess
& Align



2. Design
& Scope



3. Develop
& Create



4. Deploy
& Manage



5. Communicate
& Engage



6. Analyze
& Improve



Step 1: Assess the Need and Align the Goal

Before any work begins, I partner with stakeholders to ensure training is the right solution.

Key Activities

- Assess learning requests to validate the business challenge.
- Meet with Subject Matter Experts (SMEs) and stakeholders.
- Define the target audience and desired performance outcomes.

Spotlight: New Leader Onboarding

We identified that new leaders needed a structured process to understand their role in achieving organizational goals and to navigate unexpected challenges effectively.

Step 2: Design the Learning Experience with Precision

With a clear goal, I architect the solution. This is where I define the what, how and when.

Key Activities

- Write learning objectives based on **Bloom's Cognitive Taxonomy**.
- Select the most appropriate delivery methods (e.g., self-study, e-learning, blended).
- Define all deliverables, creative specifications, project scope, budget, and timing.

Spotlight: New Leader Onboarding

The 'Choose to Lead' guide was designed as a self-study primer to reinforce core concepts. Objectives focused on moving leaders from understanding purpose to applying it via a '30-Day Purpose Plan.'



Step 3: Develop and Build with Modern Tools

Efficiently develop all materials, from simple job aids to complex interactive courses.

Key Activities

- Develop slides, handouts, self-study guides, and videos.
- Create graphics to enhance learning materials.
- Program e-learning courses and videos using professional tools like **Articulate 360** and **Synthesia**.

Spotlight: New Leader Onboarding

The onboarding guide was developed as a practical roadmap with reflection prompts, activities, and worksheets. The content was sourced from both internal leadership principles and external best practices.

Step 4: Deploy and Manage within the Learning Ecosystem



Deploy & Manage

Ensure learning is accessible, organized, and effectively managed for employees.

Key Activities

- Create and maintain course offerings in the **Learning Management System (Cornerstone)**.
- Guarantee effective organization and management within the entire ecosystem.
- Ensure the quality, completeness, and effectiveness of our learning catalogues.

Spotlight: New Leader Onboarding

The full multi-chapter program is hosted in Cornerstone, allowing for consistent delivery, tracking of completion, and management of new leader cohorts.

Step 5: Communicate for Maximum Impact and Engagement



Communicate
& Engage

Program effectiveness extends beyond design. I design and execute communication plans that drive awareness, adoption, and engagement.

Key Activities

- Propose and align on communication plans in coordination with the Communication Team.
- Write compelling communications to market training offerings to the target audience.

Spotlight: New Leader Onboarding

Welcome communications position the guide as a key tool for success, highlighting the goal to 'lead with purpose' and setting the stage for the full learning journey.

Step 6: Analyze Results and Continuously Improve



Analyze & Improve

Learning solutions are continuously optimized post-launch through measurement, evaluation, and data-informed improvement.

Key Activities

- Review training evaluation data to analyze what is effective and what needs to be improved.
- Iterate and improve training courses based on qualitative and quantitative feedback.
- Ensure all work aligns with budgets, balancing quality, time, and cost.

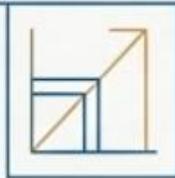
Spotlight: New Leader Onboarding

Commitment plans, reflection question responses, and accountability partner feedback provide rich qualitative data to refine future versions of the program.

Let's Build the Future, Together

I am your strategic partner in developing the talent needed to win. When you have a performance challenge or business objective that involves your employees or associates, bring me into the conversation.

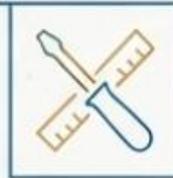
1.



Trust Me with Your Challenge

It starts with your business need, not a training request.

2.



I'll Diagnose and Design

We will partner with you to analyze the root cause and architect the most effective solution.

3.



I'll Build and Deliver Impact

Together, we will launch and measure a solution that drives real results.

From Blueprint to Business Impact

My structured process is designed for one reason: to turn business needs into measurable outcomes.

Strategic Blueprint



Assess & Align



Design & Scope



Develop & Create



Deploy & Manage



Communicate & Engage



Analyze & Improve

Your Business Impact



Increased Performance



Improved Retention



Skilled Capabilities



Business Transformation

Creating a Strategic Business System for Success

Ultimately, this blueprint functions as a strategic toolkit that uses reflection and accountability to ensure new leaders can successfully navigate corporate culture and drive meaningful impact.

Let's discuss how I can bring this strategic design approach to help onboard new leaders.

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