

Professional Communication

Design Document

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		<b>Notes and Learning Principles, Methodologies and Theories</b>
Business Purpose	Public relations for Gen Z social media influencers Next goal: To land representation contracts for 3 accounts with 1m+ influencers on one of the main platforms	Typically short attention span  Must specify that they need to have a quiet space with headphones
Target Audience	Interns and new recruits. Interns are usually looking to go into influencer management or become influencers themselves. Young demographic of learners, working remotely. For some this will be their first time in a professional environment.	Note: Needs to be mobile-friendly, must hold attention, accessibility is key (closed captions, high contrast etc)
Problem	<i>"Interns often conduct themselves too casually, lacking the polished professionalism required for this role."</i> This can jeopardize the service provided to existing clients and the recruitment of new clients through reputation and association.  Ensure interns communicate with other internal and external clients in a professional manner.	Behaviorist approach to scenario-based e-learning.

Considerations	<ul style="list-style-type: none"> <li>• No LMS</li> <li>• Support documentation required to guide implementation.</li> <li>• Pilot project, but potential to use in the future if successful</li> </ul>	
Training Time	15 - 20 mins	
Solution Recommendations	<ul style="list-style-type: none"> <li>• Introduction of new interview questions during recruitment to better screen interns</li> <li>• Job Aid to establish expectations and set guidelines for communication</li> <li>• E-learning scenario to practise skills and using the job aid</li> <li>• Mentor character in e-learning scenario to advise on best practice</li> </ul>	<ul style="list-style-type: none"> <li>• Interview questions should be scenario based, using keywords to signal intent eg; <i>'What would you do in this situation in order to gain trust and build relationships whilst maintaining professionalism?'</i></li> <li>• Similar scenarios to be used in the e-learning module in order to reinforce expectations</li> <li>• Adult learning theory - application, real world examples and consequences in both job aid and e-learning scenario</li> </ul>
Deliverables	<ul style="list-style-type: none"> <li>• Interview questions with example answers</li> <li>• Job Aid showing best practices for professional communication</li> <li>• E-learning scenario, published to web</li> </ul>	<ul style="list-style-type: none"> <li>• Job Aid - Meyer's Multimedia; Behaviorism; cognitivism.</li> <li>• Meyer's Multimedia, Knowles' Adult Learning Theory; Behaviorism; Cognitivism (meaningful retention)</li> </ul>

<p>Learning Objectives</p>	<p>By the end of the training learners will know:</p> <ul style="list-style-type: none"> <li>• The expectations and best practices for professional communication within Seymour Lane PR</li> <li>• How to communicate effectively and professionally both internally and with external clients</li> </ul>	
<p>Training Outline</p>	<ul style="list-style-type: none"> <li>• Interview questions <ul style="list-style-type: none"> <li>◦ Delivered as a document after consultation with SME</li> </ul> </li> <li>• Job Aid <ul style="list-style-type: none"> <li>◦ Document or infographic, with visual representations of best practice for communication</li> </ul> </li> <li>• E-learning scenario with 3 modules, as directed by action map</li> </ul>	
<p>Evaluation Plan</p>	<p>Interviews with colleagues to manage performance of interns</p>	<ul style="list-style-type: none"> <li>• Kirkpatrick's L2/3</li> <li>• Kirkpatrick's L4 will be evident in 6-12 months' time</li> </ul>