

Brainshark Best Practices for Authors: Project Plan Worksheet

This document is meant to assist you in planning your Brainshark communication using the Brainshark Best Practice methodology. These steps combined with your internal processes will help to ensure a successful communication.



1. Project Description / Goal

- What is the goal of your communication?
- What is the call to action for your viewer?

2. Target Audience

- Who are they?
- Where are they?
- How many in the audience?
- Are they familiar with Brainshark? Do they need to be? (Recommended if Brainshark is used for mandatory training.)
- Will you do a test rollout with a small subset of the target audience? (Recommended for large distribution.)

3. Specify Content Resources

- Have you developed your content?
- What does your content include? (PowerPoint, attachments, questions, online media, videos)
- Has it gone through the appropriate review process?
- Are any Brainshark services necessary? (Voiceover, content makeover, translation / transcription)
- Can you pull content from the Brainshark Content Network? (www.brainshark.com/contentnetwork)

4. Content Quality

- Does the content follow Brainshark Best Practices? (http://www.brainshark.com/documentation/Best_Author)
- Does the first slide convince the audience that the content is valuable?
- Is it Clear, Concise, Consistent and Compelling?

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5. Distribution

- What methods will be used to disseminate the Brainshark presentation? (Brainshark email blast, internal email, intranet, extranet, portals, LMS, CRM, print collateral)
- Do you want Brainshark to review your messaging (recommended for large distributions)?
- If using multiple distribution channels will be used, will you use tracking codes to analyze their effectiveness?
- How will you track viewers (log-in, guestbook, tracking codes, no tracking)?
- What is your deadline?
- Are resources coordinated for distribution?

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6. Results

- How will you evaluate results?
- What is the reporting strategy? (Who needs it and how will they get it?)
- What lessons learned can be applied to next time?