

Brainshark Best Practices for Rapid Learning™ Course Authors

This document is meant to assist you in planning your Brainshark courses and curriculums using the Brainshark Best Practice methodology. These steps combined with your internal processes will help to ensure success.



1. Project Description / Goal

- What is the goal of your training?
- What are the learning objectives?
- Is there a deadline for launching the training program?
- Is there a deadline for students to complete the training?



2. Target Audience

- Who are they?
- Where are they?
- How many in the audience?
- Are they set up with Brainshark profiles? (If not, will you set them up manually, use bulk upload, or use self-registration)?
- Will the course or curriculum be open or limited enrollment?
- Will you use auto-log-in?
- Are they members of the appropriate groups?
- Are they familiar with Brainshark? (Provide Student Tutorial - http://www.brainshark.com/documentation/RL_Student_Role)
- Will you do a test rollout with a small subset of the target audience? (Recommended for large distributions.)



3. Specify Content Resources

- Have you developed your content?
- Are you planning to roll out a single course or a curriculum? (courses should be no more than 15 minutes in length)
- If creating a curriculum, will all courses be required?
- What does your content include? (PowerPoint, attachments, questions, online media, videos)
- What is the completion criteria for the course(s) (% of slides viewed, % of audio played, test score)?
- Has it gone through the appropriate review process?
- Who will record audio?
- 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)
- Are the learning objectives and requirements clearly defined?



5. Distribution

- How will students be made aware of the course or curriculum? (Brainshark email blast, internal email, intranet, extranet, portals, CRM, print collateral)
- Do you want Brainshark to review your messaging (recommended for large distributions)?
- If using email, will you send from Brainshark or from your own email system (must send from Brainshark if using auto-log-in)?
- Will the messaging include FAQs and contact information for technical resources?
- Do you need to involve your IT group?
- Will you set up automatic reminders?
- Are resources coordinated for distribution?



6. Results

- How will you evaluate results?
- What reports will be scheduled?
- How often will they be scheduled?
- Who needs to receive them?
- What lessons learned can be applied to next time?