




Bespoke Training Solutions

How we use the 'discovery phase' to understand your training needs

An illustration of a woman with dark hair, wearing an orange long-sleeved top and a grey skirt, sitting on the rim of a large magnifying glass. The magnifying glass has a yellow handle and a black frame. The woman is looking down thoughtfully. The background is white with some grey and blue circular patterns.

Our comprehensive discovery phase allows us to clearly define the desired outcomes and design a learner-centric solution for all learners.

VC have a long history of supporting customers to solve organisational, digital and training problems. With bespoke learning, you get modern and impactful learning experiences which are directly tailored to your brand and business requirements.

Helping you translate your business needs into learning is our specialism. We collaborate closely with you to unearth your specific requests and deliver high-quality and cost-effective learning which is guaranteed to deliver results.

To make sure the solution we create aligns to these needs, we start the process with our 'discovery phase'.

The 'What'

Our discovery phase is about getting closer to you, our customer, and really understanding your training needs. We take the time to work with you to get to the bottom of the problem you are addressing, and what you want to change as a result of the training.

We do this in a number of ways, and one of the most significant factors is that we recognise the importance of understanding the needs of the business, the stakeholders and the learners. We know that these can all be different, so it is our job to work closely with you, keeping these differing needs in mind, so that we develop the best solution possible.

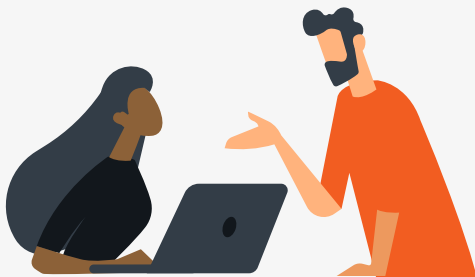
There are a number of ways which we can 'discover' what these needs are, including:



Stakeholder research and engagement



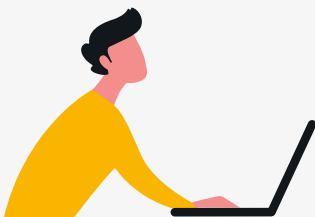
Developing learning strategies



Conducting training needs analysis



Creating learner personas



Learning evaluation strategies



Offering learning advice

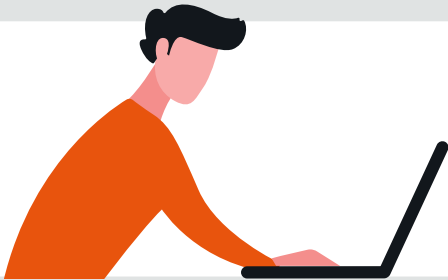


It really is as simple as running workshops, meetings or focus groups with the right people and collating all the information we gather into a report, to map out against our plans for the solution.

To ensure we do this thoroughly, we concentrate on the following key areas:

Project overview

High-level overview of the modules and those involved in the project



Proposal overview

Overview of the proposal, to show the journey of the project so far

You and your learners

An overview of your organisation, your needs and your learners



Project approach

How the project will be approached and managed

Production approach

How the production of the project will be approached and managed



Next steps

The plan to progress the project

Gaps

Summary of gaps identified in this report

The 'How'

We have a clear and defined approach to work, and we find that this allows us to really get close to you throughout the whole 'discovery' process. By following a set of principles by which our approach is guided, we can offer the best solution tailored to your needs.

Human-centred:

We keep the learner at the centre of the creative process to allow us to create engaging solutions that drive change

Learning-led:

We focus on the learning outcomes and learning results, making them a priority

Collaborative:

Approaching each project with a stakeholder mentality allows us to immerse ourselves in your world

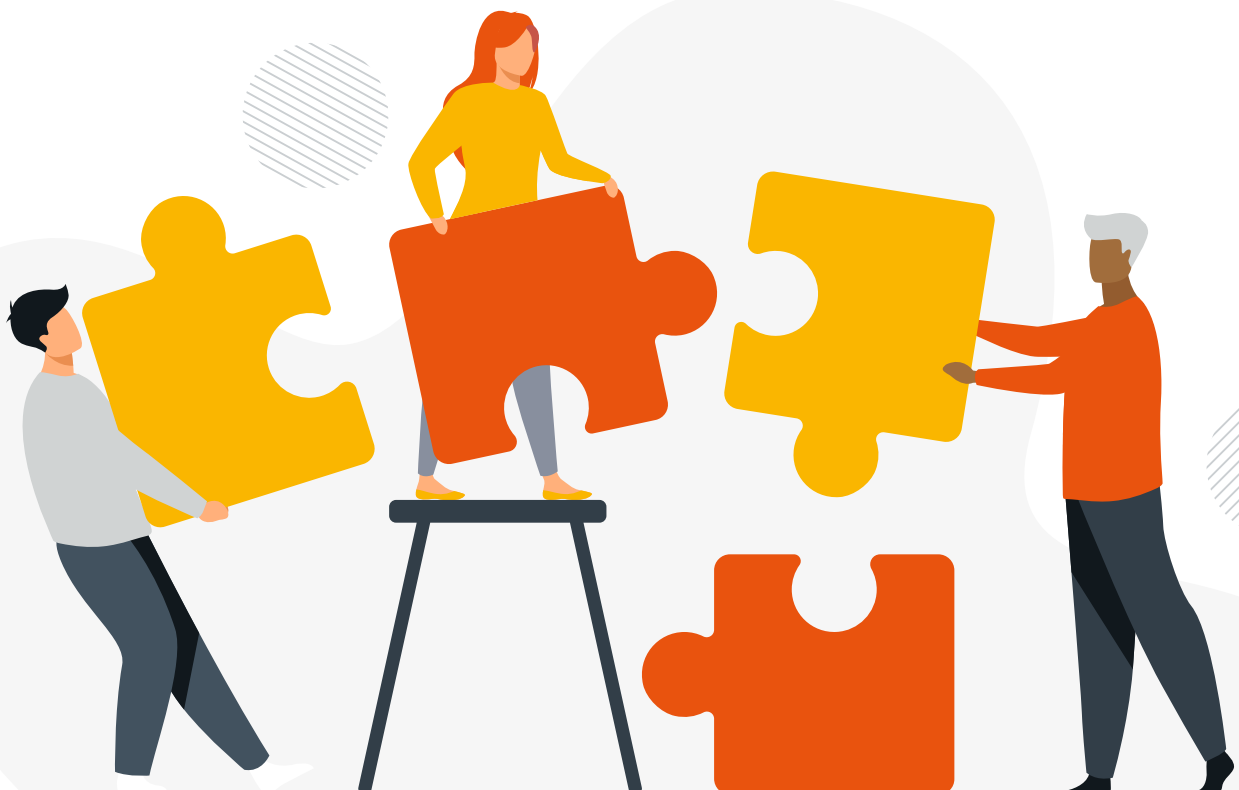
Solution-focussed:

Our team are creative solutionists – by listening to your needs, we ensure that our solutions remain relevant yet innovative

Courageous:

Our aim is to always challenge thinking by being bold, so we can create impactful and sustainable learning

This approach gives us the opportunity to create your learner's persona profile. This is a fictional profile representing the target learner for whom we are designing the learning experience. When done at this stage, it helps ensure that the remaining process is aligned to your expectations, your objectives and, most importantly, learner needs.



Your Learner's Persona

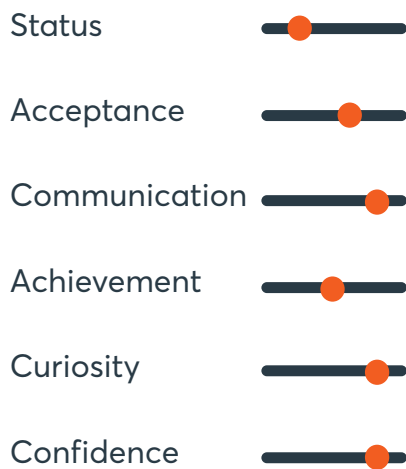
Personality:

- Based in the community
- Uses mobile/tablet devices predominantly
- Range of languages
- Wants to support others in the community to make changes

Bio:

Learner is aware of the issue caused by fake news within the community, and that messages around COVID-19 have been confused due to fake news. Learner wants to see real change in the ability of others in the community to recognise fake news and start to end the confusion that it can cause.

Motivators:



Demotivators:



Behaviours:



Goals:

- Become more confident in own knowledge and in how training can further this understanding
- Wants to make a difference in the community

Frustrations:

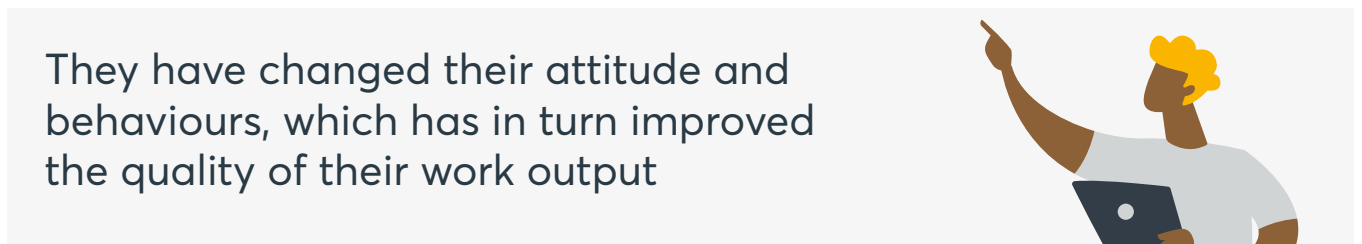
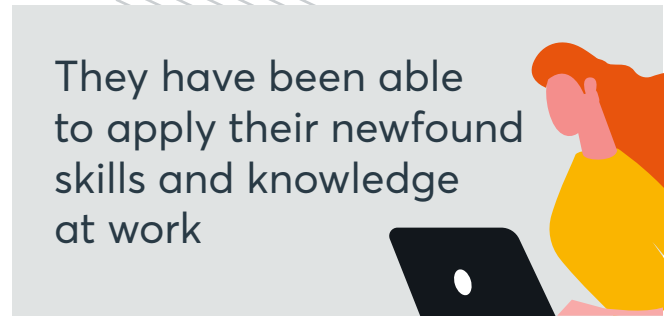
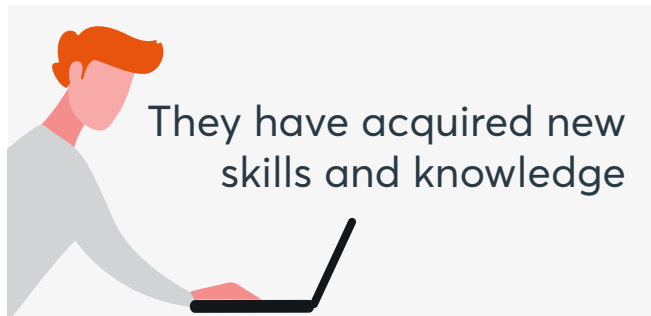
Finds it difficult to access appropriate learning



The 'Why'

The discovery phase allows us to make sure we understand the project fully before going on to the design phase. It gives us time to question, clarify and work together to develop the right solution.

Putting in the time and effort at this stage means that we are able to observe high levels of learners stating:



We also regularly get feedback from customers stating that they have seen:



The 'Proof'

Take a look at our recent case study, [here](#), that highlights just how a customer can benefit from undertaking the discovery phase with us.