



# APPIE MODEL<sup>®</sup>

## Five-phase Approach to Producing AGILE & AUDIENCE CENTRIC Learning Solutions & Cultures



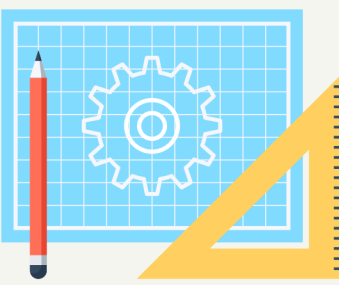
### AWARENESS & ANALYSIS

- Mindfully attend to the emerging needs of your key stakeholders/ target audience based on key business drivers and employee /customer engagement data.
- Assess and define your audience's current and desired states.
- Identify the performance gap between these states and how your solution will address it. What's the WFM for the audience? What's the ROI for their investment of time in your solution?
- Identify others creating similar solutions. Determine if, where and how collaboration is possible to minimize production resources, catalyze inspiration, and maximize impact.
- Identify and leverage trending learning technologies to streamline production timelines.



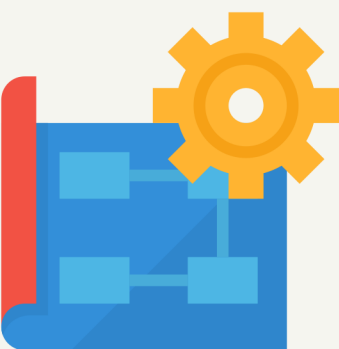
### PROOF OF CONCEPT (POC)

- Map the performance gap into a high-level Learning Journey of responsive micro-learning lessons. Gather design assets and content that speak to your audience and your solution.
- Outline key ideas and flow of content supporting the Learning Journey.
- Create a Proof of Concept - A quick deliverable that's part of the Learning Journey (info-graphic, white paper, podcast, webinar, poll to test value.
- Connect your audience to and with this POC. Gain key feedback and input on their usage. Get ratings!
- Do not proceed without POC feedback.



### PROTOTYPE & PRODUCTION

- Select and produce a portion of the Learning Journey to prototype that will address an immediate audience need.
- Promote and share your prototype.
- Gather feedback and integrate it into your future production cycle.
- Iteratively and with agility produce and promote micro-learning lessons that comprise the Learning Journey.
- Continually PULL for feedback to integrate into the next lesson.
- Continually refine the process in response to new inputs throughout the production cycle.



### INVITATION & IMPLEMENTATION

- Identify approaches to creatively and dynamically invite target audience to engage in the Learning Journey as it is rolled out.
- Continually promote micro-lessons by connecting with your target audience through social/communication platforms (Teams, Slack, Rocket-Chat. etc.). Use a platform that invites and makes audience participation EASY.
- Build your circle of influence by creating ambassador badge or profiles for those highly engaged in the Learning Journey.
- Build communities of practice among participants who can invite and be rewarded for inviting others into the Learning Journey.
- Create opportunities for mentoring between those further along with those just getting started.



### EVALUATION

- Gain clarity on your metrics.
- Poll audience for reactions.
- Observe increases in engagement, performance and productivity 3-6 months post engagement.
- Discern your Return on Investment and Return on Expectation.
- Identify key lessons learned.
- Collect the data you need to ensure future iterations provide impact!
- Inspire future work and innovation!