



## 0 CONDUCT THE NEEDS ANALYSIS

- a. Complete Needs Assessment.  
ATD Needs Assessment Tool (ATD Provided)
- b. Document business requirements.  
**Tool:** Business Requirements Worksheet
- c. Create a learning persona to support an audience analysis.  
**Tool:** Create a learning persona
- d. Conduct an organizational readiness analysis, including a review of the learning culture, existing organizational support, technology tools and infrastructure, training team readiness, and learner readiness.  
**Tool:** The Blended Learning Organizational Readiness Checklist
- e. Document your findings, present to stakeholders, and get official buy in/approval before moving to the design phase of implementation.

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## 0 DESIGN THE BLENDED LEARNING CAMPAIGN

- a. Document learning objectives, and get approval before moving on to the next step.  
**Tool:** Writing Better Learning Objectives Job Aid (ATD provided)
- b. Design the content blocks, including instructional strategy, lessons, activities, and supporting resources.  
**Tool:** Blended Learning: Map Learning Objectives to Strategies, Techniques, and Technologies
- c. Identify what instructional techniques will support each content block.
- d. Identify what instructional technologies will support each content block.  
**Tool:** Instructional Technology Inventory
- e. Create the first version of your course map.
- f. Document how resources created in the campaign will be useful after the formal learning is complete.

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## DESIGN AND IMPLEMENT THE FACILITATION PLAN

- a. Identifying the facilitation team
- b. Preparing the team for the blend

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## EVALUATION PLAN - INCLUDING PILOT

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## ADDITIONAL CONSIDERATIONS

- a. Content curation  
**Tool:** Content curation plan
- b. Engage Managers
- c. Create Personalized Learning Pathways

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