

Vendor Provide Content – Learning Network

FY22 - Outline

Our purpose in training, is to teach our learners the knowledge & skills they need so they can deliver on their behaviors. Now more than ever, our employees have less time, more customer demand and are navigating new environments, meaning we have to make our trainings more quick, clear, and concise for the employee. To make learnings more impactful, it's important that training is quick, clear, and concise for our learners. We heard this through our research and analysis with our employee audience and therefore most of our vendor content is On-Demand versus Required putting our employees in charge of their learning journey. As a key partner, helping support these guidelines will also increase viewing times, outcomes and completions will play a large role in helping deliver on our employees learning experience.

Mobile-first design

- Employees are taking trainings on multiple platforms, most notably on **mobile devices**. When creating training, ensure they are built with this experience in mind.

Bite-sized learning

The most successful training is concise while remaining impactful, keeping employee seat time in mind. All content needs to have clear course objectives with supported with on-the-floor activities that support improved behaviors.

- Videos should be up to 5 minutes. We have found 2-3 mins video are the sweet spot for our learners.
- eLearning modules should have a total seat time of no more than 6 minutes –
- PDF documents should be no longer than two (2) pages. If your document is only used for knowledge, please work with your business partner to have these posted to our Knowledge Management pages versus Learning Network.

If content is unable to be Bite-sized, we ask you break it out to multiple learnings (chapters, episodes or stages) to hit the bite-sized timing.

Links to studies we used around Bite-sized Learning solution:

- <https://www.shiftlearning.com/blog/numbers-dont-lie-why-bite-sized-learning-is-better-for-your-learners-and-you-too>
- <https://venngage.com/blog/microlearning/>
- <https://elearninginfographics.com/traditional-training-vs-bite-size-approach-infographic/>
- <https://blog.grovo.com/7-learned-deloittes-meet-modern-learner/>

Create learning styles

Here you will find some creative ways to bring your training to life. Many of these styles also allow you to combine different modalities.

- **Dual Facing Content** – Learnings/commercials styles that both a customer or employee would be able to watch and learn more about your products/services.
- **Unboxing** depicts the user unboxing their product. Most of the unboxing videos are detailed and let you know about the packaging, what is included in the box, and how the product works,
- **Social Media:** Quick videos to keep viewers engaged with your brand, using an informative and entertaining format. It contains the power of words, the magic of images, and the beauty of sound in one remarkable training.

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- **Interview style** - Features a Subject Matter Expert or an authority figure within an organization speaking candidly to an interviewer who or may or may not be included in the frame. The interviewer should keep the audience engaged and repeat back the benefits and features they learn.
- **First Look:** Customer testimonials on how they use the product, what they love about them and what it does to enhance their lifestyles.
- **Interactive Learnings:** These learnings/quiz that allow employees to choose how they should react based on what they are learning. They allow their answers to lead the learning with multiple outcomes based on their choice.
- **Activities/Product Guide PDF's:** – These allow you to engage your audiences with tech and spec while also giving different customer scenarios that allows an employee to practice selling. These should include demo's, customer types/scenarios, product tech/spec.

Bringing your Content to Life

In this section you will see ways to bring your learning to life. You may not always be able to include every time, but these will help the employees relate and understand your learning materials. It will also be important that your learnings support the strategy that your business partner is bring to life this year. Understanding how the learnings supports the Knowledge, Process and Skills will ensure that the end user can bring the behaviors to life.

- **Course Objectives** – These will be required and quickly describe learning outcomes that we want the user to take away.
- **Brand Stories** – Quickly share 2-3 interesting facts of what has brought the organization to this point
- **Customer Highlights**- How can this product/technology better someone's life or make it easier?
 - Examples: Customer testimonials, Verbatim Comments, Customer Reviews
- **Pro Tips** - Examples on how to sell/demo to the product or services
 - Examples: Demo Guides, Product Step-up guides, vision of good videos
- **BBY/Employee Benefits:** Are there any additional benefits for employees in selling your products or services?
- Examples: Individual Sales Productivity, Higher average selling prices, additional attachments needed, how it may get the customer to return
- **Take-Away Guides PDF's:** These would include customer scenarios, product comparison guides, demo step-by-step guides. PDF's may also be used as take-away guides at the end of learnings.
- **Inclusion & Diversity**- Ensure videos or pictures represent a diverse mindset and reflect all our learners.

Approval Process

- Step 1: Meet with Business Partner team around scripts/outlines
 - Up to 2 Learning Objective aligned with Best Buy goals
 - Confirm that learning objectives meet the Best Buy strategy
 - Content is in line with Best Buy category strategy
- Step 2: Meet with Business Partner to approve learning before submitting to Learning Network
 - Ensure learning objectives have come to life in content
 - Ensure vendor guidelines are met around time and content
- Step 3: Send to Learning Networking for Enterprise Learning Approval for Guidelines above.
 - Business partner will review final content and ensure close captioning, time frames and strategy are correct.
 - Ensure endorsement is at the end of content/groups of content. Examples: Quiz, Activities & Simulations

Vendor may NOT do any of the following in any piece of content provided to us

- Mention another vendor
- Vendor A vs. Vendor B comparisons
- SKU/Product from Vendor A vs. SKU/Product from Vendor B
- Compare technologies either directly or indirectly
- No self-proclamations such as: › “World’s best” › “Best in the Industry”

Loading Content Keywords

When loading content into Learning Network it is important that we follow some standards for course description and keywords to help improve search results in Learning Network.

- **Course Description:** The description should include a high-level overview of what will be learned during the course. This would also be the place to call out what model numbers are covered within the learning
- **Keywords** - keywords help organize content into the right catalog and filter.
 - 1st Keyword – Vendor Name
 - 2nd Keyword – Product Category
 - 3rd Keyword – Product Line / Key Technology
 - 4th Keyword – Product Line / Key Technology
 - 5th Keyword – Intended audience for learning