

empowerED25

Maximizing Scalability with Limited Resources

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Lack of **tools** for building/providing training resources

Lack of **technical skills** for building/providing training resources

Lack of **personnel** to moderate and/or manage training resources

Lack of **content volume**

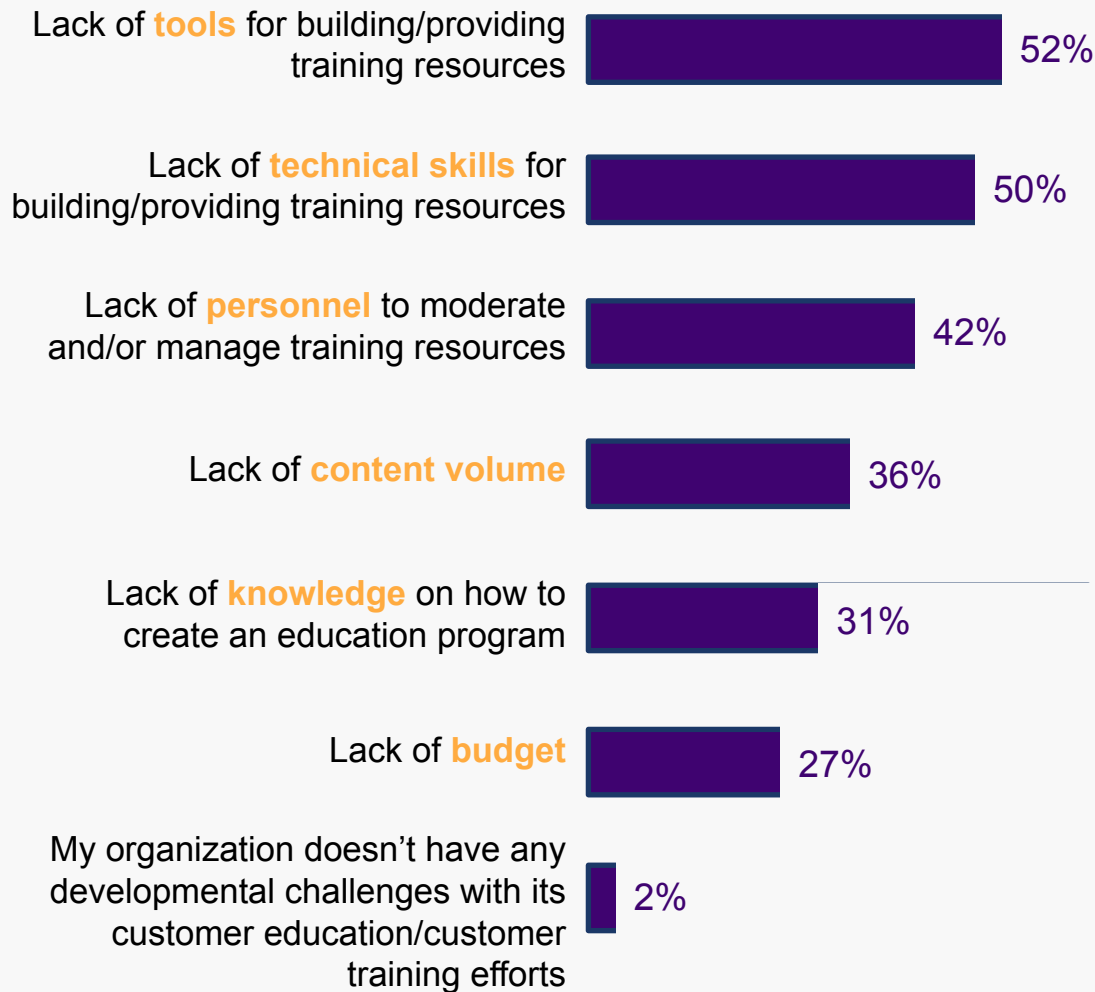
Lack of **knowledge** on how to create an education program

Lack of **budget**

My organization doesn't have any developmental challenges with its customer education/customer training efforts

Which of the following **developmental challenges** has your organization faced with its customer education efforts?





Which of the following developmental challenges has your organization faced with its customer education efforts?





**What do these
challenges prevent
us from doing?**



**How do we
overcome?**



Questions to
consider



Practical
strategies



CRD success



Discussion

TOOLS

TECHNICAL SKILLS

CONTENT VOLUME

PERSONNEL

KNOWLEDGE

BUDGET

TOOLS

What content can you create using tools you already have access to (*such as PowerPoint, Google Workspace, or Zoom*)?

How can you leverage free trials, open-source tools, or existing software to support your education initiatives?

Are there tools already in use in other departments that could support need?

TECHNICAL SKILLS

CONTENT VOLUME

PERSONNEL

KNOWLEDGE

BUDGET



Develop a Tool Inventory & Wishlist

Tool	Price	Status	Impact/ROI	Alternatives	Notes
Camtasia	\$\$/yr	Have			
Snag It	\$\$/yr	Have			
Articulate 360	\$\$/yr	Have			
Well Said	\$\$/mo	Need	Reduce video development time by > 40% Updating video content doesn't require re-recording audio	ClipChamp	ClipChamp is included in our Microsoft suite
Audiate	\$\$/yr	Nice to Have	Simplifies transcript editing, generates AI avatar videos, integrated directly with Camtasia		
ChatGPT	\$\$/mo	Need	Reduce script development time by > 30% Reduce knowledge check development by >75% Quick content aggregation and summary	Copilot	Copilot is included in our Microsoft suite
Thought Industries	\$\$/yr	Have			
Skytap	\$\$/yr	Have			
Handbrake	FREE	Have			
TOGGL	\$\$/mo	Need	Provides detailed reporting for time spent on projects and content development	Free Version	Free version is limited to 5 users

What is a FREE tool you can't live without?



TOOLS

TECHNICAL SKILLS

Who in your organization could be a hidden resource for technical skills, even if training isn't their primary role?

How can you utilize templates, toolkits, or guides available through professional networks or industry associations?

How can you better leverage your vendor relationships and their technical knowledge?

CONTENT VOLUME

PERSONNEL

KNOWLEDGE

BUDGET



Create a Partnership

TOOLS

TECHNICAL SKILLS

CONTENT VOLUME

How could you use short-term projects or internships to bring in fresh talent to support training efforts?

What processes can you streamline or simplify to reduce the personnel needed for ongoing training support?

Where can you collaborate across teams for efficiency?

Are there others that can help create content?

PERSONNEL

KNOWLEDGE

BUDGET



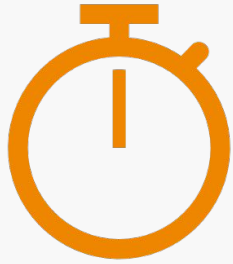
Identify the M.V.P

Minimum Viable Product

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H**

ILT/VILT





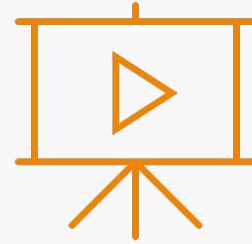
**Quick
development**



**Easy to
update**

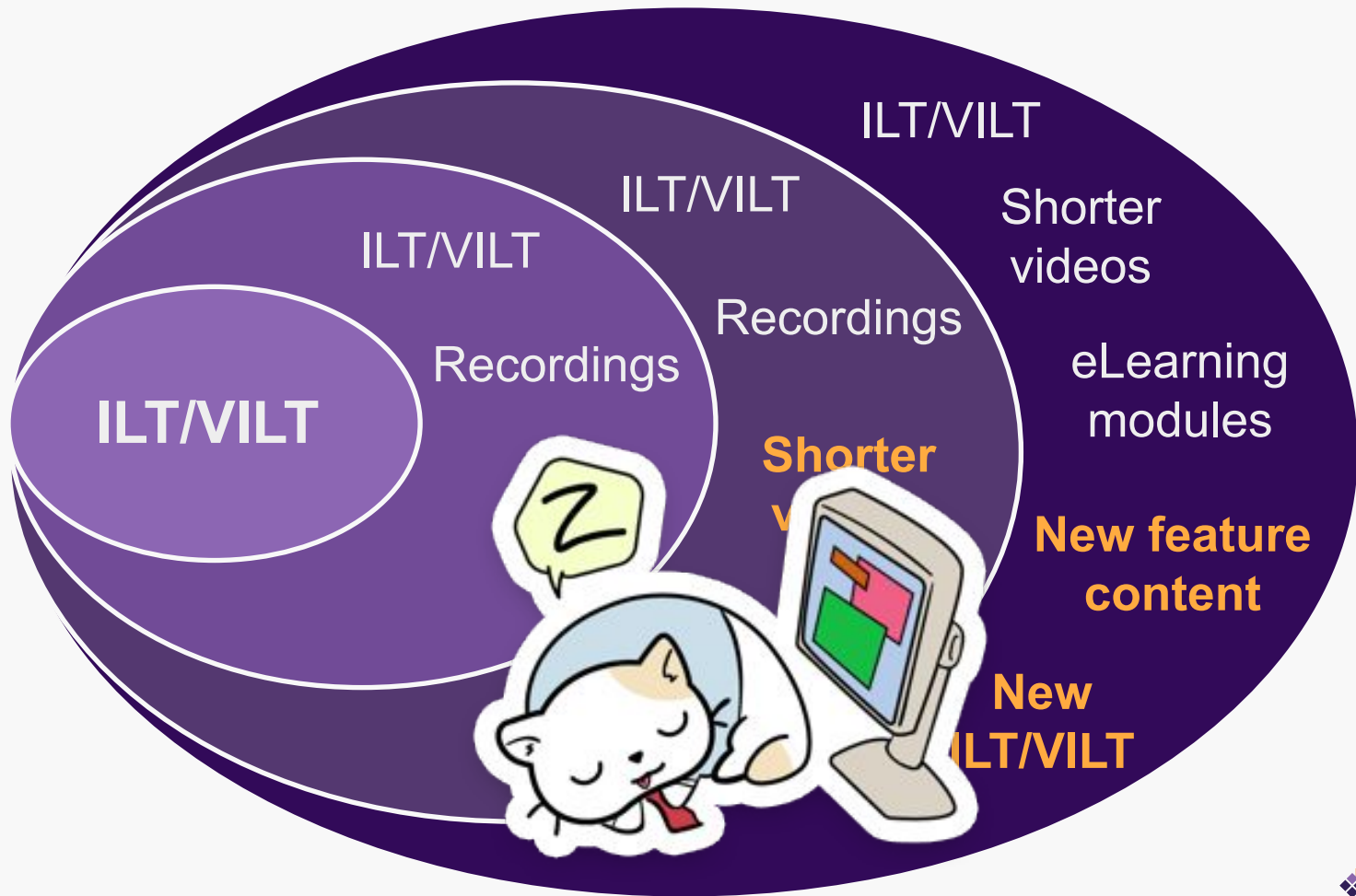


**Immediate
feedback**

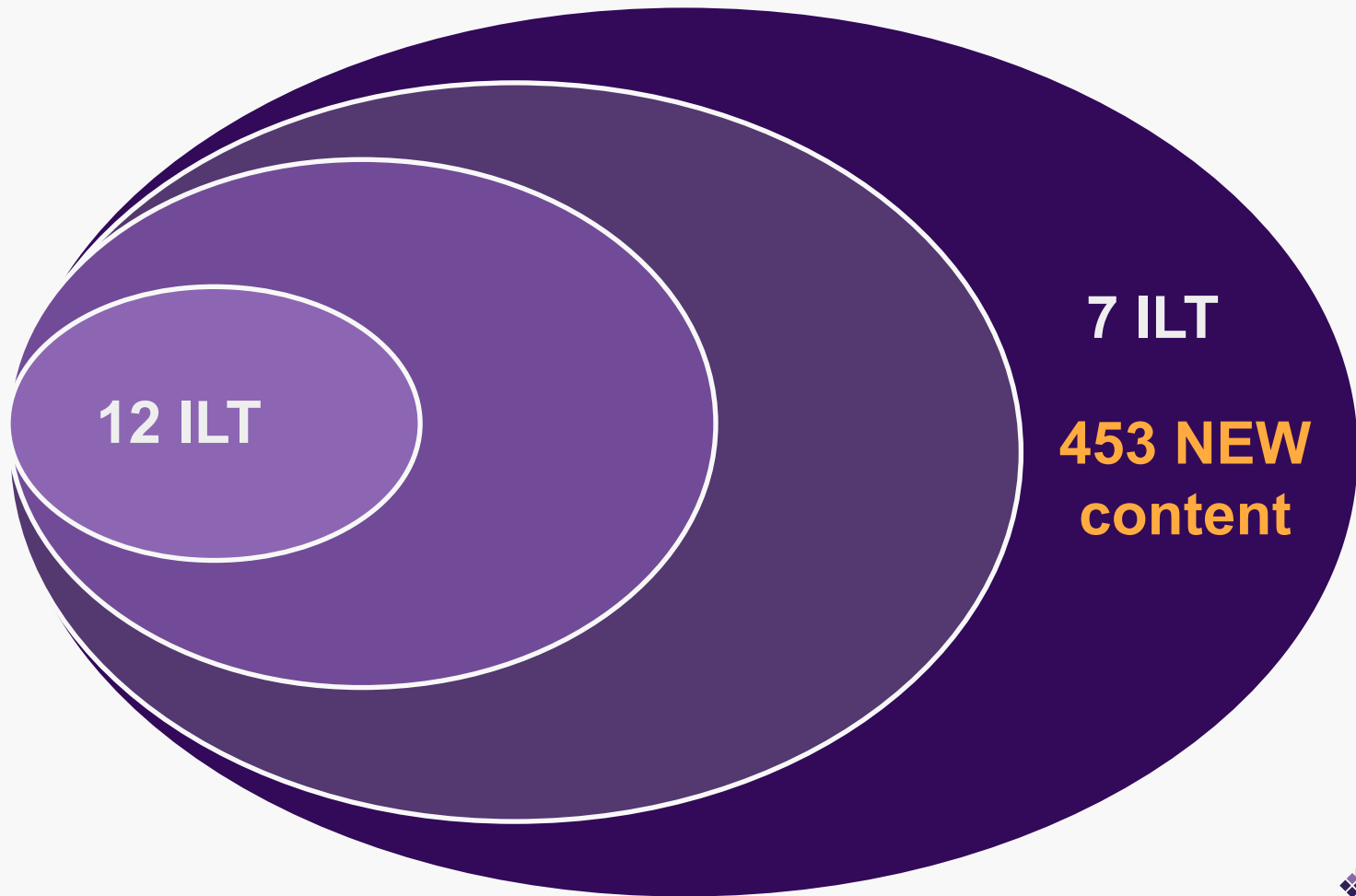


**Record and
reuse**

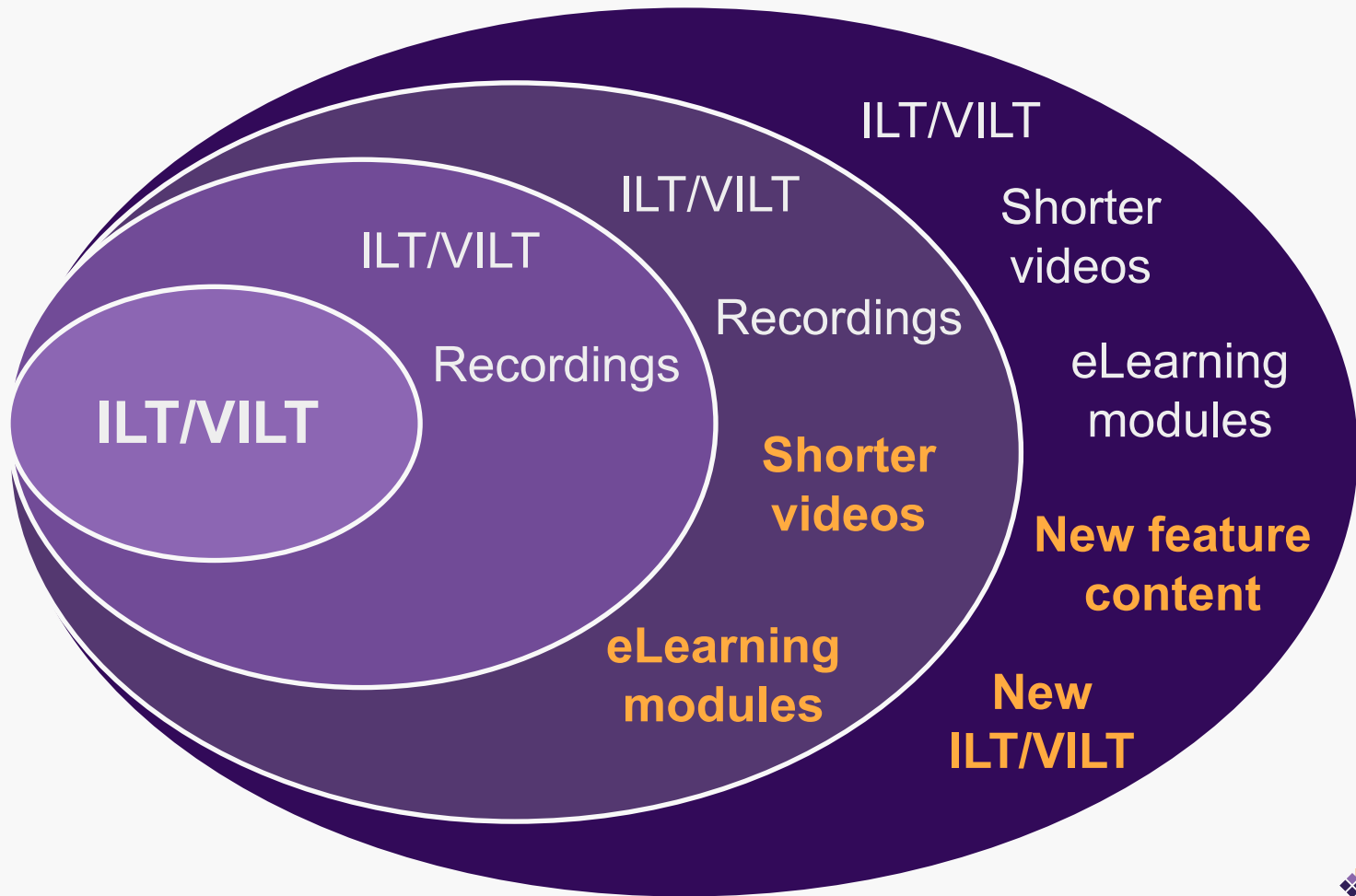
G R O W T H



**G
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G R O W T H



TOOLS

TECHNICAL SKILLS

CONTENT VOLUME

PERSONNEL

What low-effort, high-impact formats (e.g., quick videos, infographics, job aids) could help fill content gaps?

How can we repurpose existing content?

What can we leverage instead of build?

What strategies can you use to make evergreen content that requires minimal updates, extending its lifespan?

KNOWLEDGE

BUDGET



Leverage Your SMEs

CRD Success slide

3. Recordings



metadata/analytics
online media

Recording - MP4

Script - words

interactive simulation

frames - pictures jpg

meme's

animated gif

video clip

job aid

music

pod casts

Step by step how to
preview of content - trailer

PowerPoint / presentation

online help article

marketing / promo

Closed captioning

online course

interactive test

quizzes/assessments



TOOLS

TECHNICAL SKILLS

CONTENT VOLUME

PERSONNEL

KNOWLEDGE

Are there external resources (e.g., online tutorials, communities, or free training) that could upskill your team quickly and affordably?

Who in your network or organization has experience in building education programs, and how can you learn from them?

What successful education programs (internal or external) could you benchmark or draw inspiration from?

BUDGET



Rely on Communities

Group brainstorm for communities/resources

TOOLS

TECHNICAL SKILLS

CONTENT VOLUME

PERSONNEL

KNOWLEDGE

BUDGET



Data Driven Decisions

TOOLS

TECHNICAL SKILLS

CONTENT VOLUME

PERSONNEL

KNOWLEDGE

BUDGET

What no-cost or low-cost tools and resources could help you build and deliver training without a significant budget?

Are there opportunities to generate revenue or sponsorship for your education program to offset costs?

Is this something you can hire a short-term contractor for?

How have you conveyed/reported your value to the organization?

Short on TIME?

- What's selling (product or training)?
- What training generates the most revenue?
- What product areas are used most?
- Frequent questions Support is fielding
- Clients' feedback (use client managers)
- Hot topics from sales

- What else?

Data
Driven
Decisions



Short on PEOPLE?

- Where are people spending their time?
- Is it using their skills to their best and highest use?
- Create prioritized task list
- What training formats require least effort but have great impact?
- How can AI help scale without increasing costs?
- What else?

Data Driven Decisions



Short on TOOLS?

- What other tools are available in org?
- Is there measurable ROI to justify tool investment?
- How much does lack of tools impact customer success, retention, or training effectiveness?
- Is phased adoption of tools an option?
- Start with a measurable POC
- What else?

Data
Driven
Decisions

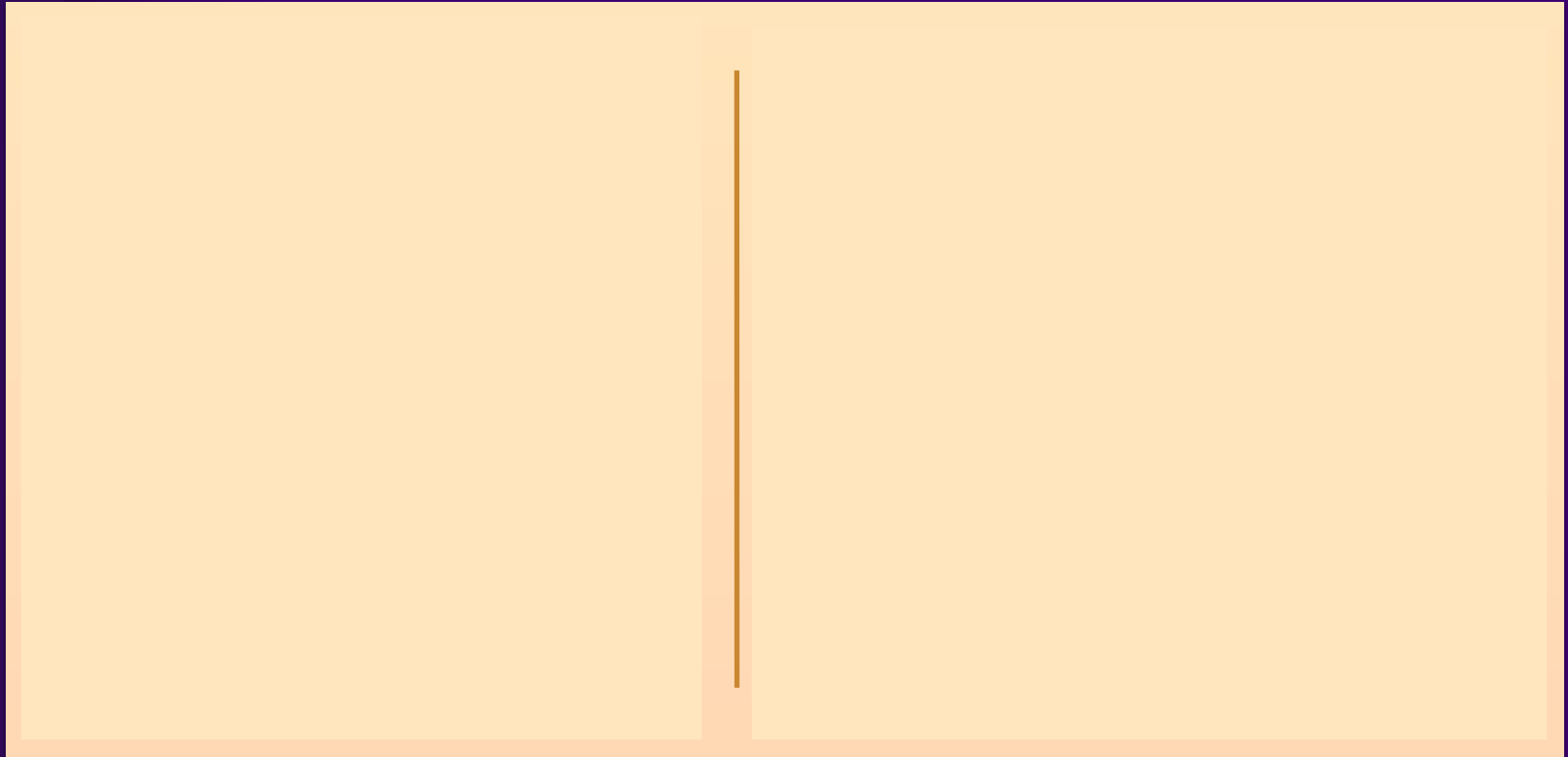




Formalize Your Request

2019

2024





Questions to
consider



Practical
strategies



CRD success



Discussion



TOOLS

TECHNICAL SKILLS

CONTENT VOLUME

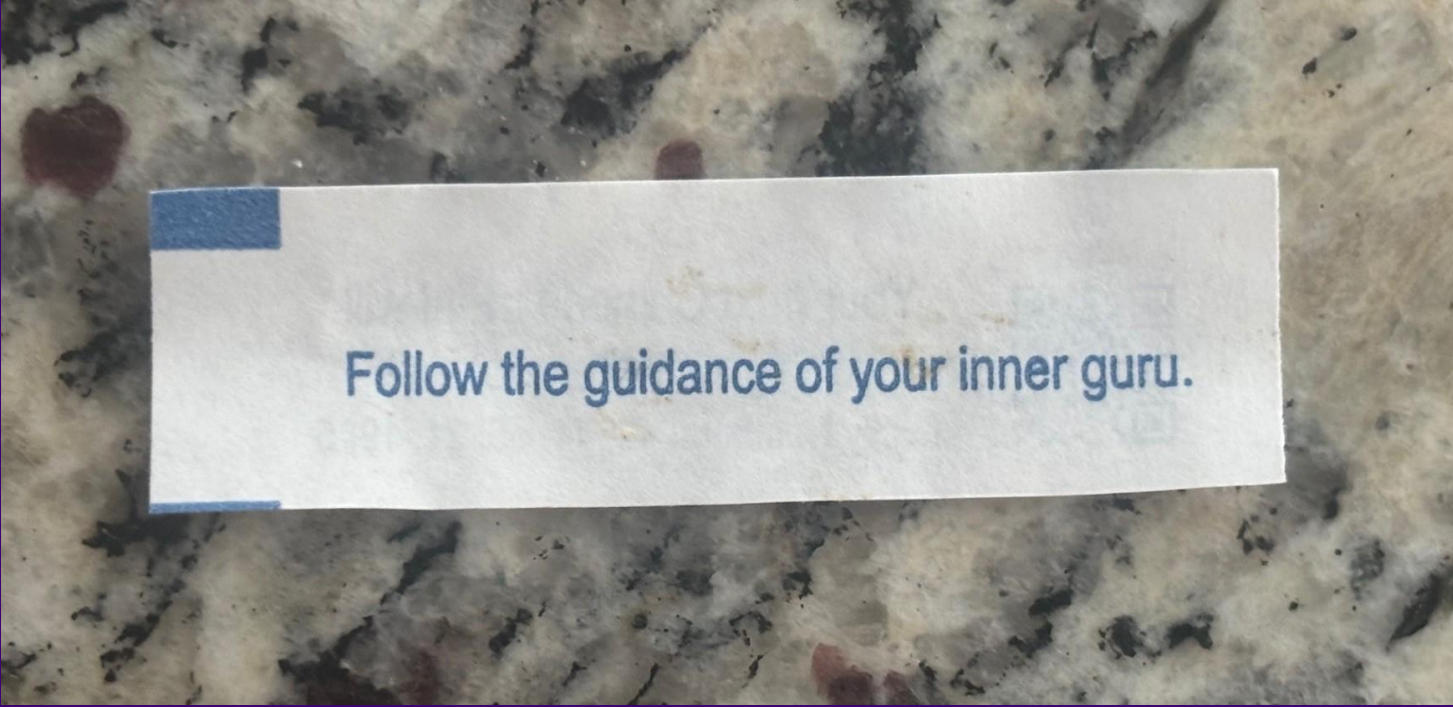
PERSONNEL

KNOWLEDGE

BUDGET



Reflection



Follow the guidance of your inner guru.

lucky numbers: 42, 44, 55, 21, 19, 5



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Thank You!

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