COURSE BLUEPRINTING FRAMEWORK

How to use this workbook

- Work sequentially through each section.
- Fill in the interactive prompts with details relevant to your situation.
- Use the guide as a framework to guide conversations with stakeholders and subject matter experts.

Introduction

This guide helps L&D and enablement teams break down a training request by asking the right questions, defining clear outcomes, and mapping out a step-by-step course design. It's particularly useful when a stakeholder says, "Build these courses!" without providing the full picture.

Why This Matters

This blueprint will help you:

- Ensure every course aligns with the core business or learning goal.
- Create training that directly answers the needs of your learners.
- Build courses that have measurable outcomes and drive adoption.

Step 1: Define the Learning Outcome

Objective: Identify exactly what the training should achieve.

- **Interactive Prompt:**
    - *What is the primary goal this course needs to accomplish?*
    - *(e.g., 'Improve employee proficiency in using our CRM to boost pipeline conversion by 15%.")*

- **Questions to Ask:**
    - Why is this course being requested?
    - What problem are we trying to solve for our learners?
    - What measurable outcome will define success?

Step 2: Stakeholder Needs Assessment

Objective: Gather context and specifics from all key stakeholders.

- **Interactive Prompt:**
    - *List the key stakeholders and their roles (e.g., director, team lead, end users):*

S/N	Name	Role
1.		
2.		
3.		

- **Questions to Ask:**
    - What existing challenges are your team facing with current training materials?
    - What are the expectations of the course (short-term wins vs. long-term development)
    - Are there any current gaps in skills or knowledge we need to address?

- **Tips:**
    - Use a structured intake questionnaire (e.g., a 20–25 point blueprint) to ensure all dimensions are covered.
    - Challenge assumptions by asking, "Do we have data or metrics supporting this request?"

Step 3: Mapping the Course Blueprint

Objective: Outline the course structure with actionable components.

- **Interactive Template:**
    - Course Title: _____
    - Target Audience: _____
    - Core Objective: _____

- **Modules or Sections:**
    - i. Module 1: _____
    - ii. Module 2: _____
    - iii. Module 3: _____

- **Guiding Questions:**
    - What are the learning milestones?
    - Which modules directly support the learning outcome?
    - What examples or case studies will you incorporate?
    - How will you integrate interactive elements (e.g., quizzes, reflective prompts)?

Step 4: Validate with Success Metrics

Objective: Establish how you will measure if the course meets its objectives.

- **Interactive Prompt:**
    - *List at least three metrics you'll use to measure learning success (e.g., course completion rates, post-training performance improvements, feedback scores):*
    - 1.
    - 2.
    - 3.

- **Questions to Ask:**
    - How does this training impact business outcomes (e.g., productivity, cost reduction)?
    - What baseline data is available to track improvement?
    - How will you collect and analyze feedback from learners?

Step 5: Implementation Roadmap

Objective: Create a clear timeline and assign responsibilities to bring the blueprint to life.

Interactive Timeline Template:

Phase	Stage	Start Date	End date
1	Discovery and Planning		
2	Content Development		
3	Pilot Testing & Feedback		
4	Full Rollout		

- **Guiding Questions:**
    - **Who will be responsible for each phase of development and rollout?**
    - **What resources (tools, platforms, skills) are required?**
    - **How will you build in checkpoints to ensure the course stays on track?**

- **Tips:**
    - Schedule review sessions with key stakeholders.
    - Use an agile approach: release an MVP course first, then iterate based on feedback.

Final Review & Next Steps

Objective: Ensure all sections are aligned and ready for execution.

- **Interactive Checklist:**
    - Learning outcomes are clear and measurable.
    - Stakeholder needs have been captured in detail.
    - The course blueprint outlines all modules and interactive elements.
    - Success metrics are defined.
    - A realistic implementation roadmap is in place.

- **Final Questions:**
    - Have you aligned the course's objectives with overall business goals?
    - Do all team members understand their roles and responsibilities?
    - What is the next immediate action once the guide is completed?