

EXECUTIVE SUMMARY:

Transitioning to Leadership Program

Overview

This summary outlines the instructional design process (ADDIE) used to create a blended learning solution aimed at solving a critical organizational problem: **high turnover among newly promoted technical managers.**

Goals and Objectives

Target Audience



High-potential technical experts (engineers/analysts) **recently promoted** into their first **management role.**

Solution Design



A **6-week blended learning program** utilizing **Articulate Rise 360** and **virtual synchronous sessions.**

Key Curriculum Focus



Focused on high-impact skills: The Mindset Shift, SBI Feedback Model, Structured Delegation, Conflict Resolution, and Performance Management.

Assessment Strategy



A rigorous, three-phase **Capstone Challenge** (Module 7). Test the learner's ability to **integrate all six core skills** to resolve a complex, ongoing employee issue

Quality Control



The materials were reviewed by **three Senior Manager SMEs** and included a mandatory **Train-the-Trainer session** for all program facilitators.

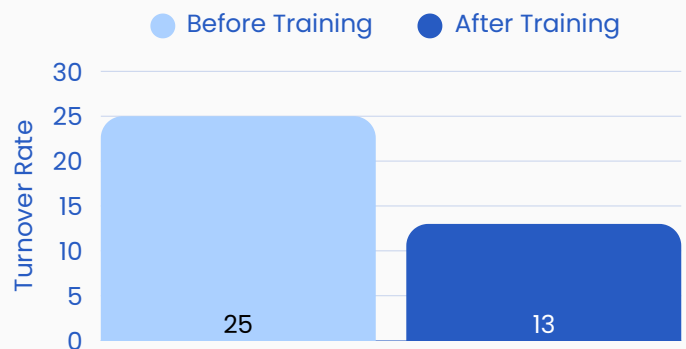
Project Goal (Analysis)

- To reduce the team turnover rate for new managers (promoted in the last 12 months) from **25%** to a target of **12.5%** within six months of program completion.

Evaluation / Measurable Results

Kirkpatrick Levels	Results
Level 2 (Learning)	Average score of 85% on the final Capstone assessment.
Level 3 (Behavior)	65% increase in effective coaching techniques reported in post-training 360 reviews.
Level 4 (Results)	Team turnover rate for the participant group dropped from 25% to 13% six months post-training, nearly achieving the 50% reduction goal.

Level 4 Turnover Data



PROJECT TITLE

Transitioning to Leadership: From Technical Expert to People Leader

ORGANIZATIONAL CHALLENGE

High-potential employees are promoted into management but lack essential people management skills (coaching, delegation, conflict resolution).

BUSINESS PROBLEM (GAP)

The skills deficit resulted in a 25% team turnover rate for new managers (promoted in the last 12 months), significantly higher than the company average of 10%

TARGET AUDIENCE

Learner Persona: "Alex," a high-performing technical expert (engineer/analyst) in their 30s, promoted within the last year, managing 3-5 direct reports. Needs to shift from a "doer" mindset to a "leader" mindset.

DESIRED BUSINESS OUTCOME (GOAL)

To reduce the team turnover rate for the participant group by 50% (from 25% to a target of 12.5%) within six months of program completion.

DELIVERY CONSTRAINTS

Platform: Articulate Rise 360 (Asynchronous) and Virtual Live Sessions (Synchronous).
Timeline: Mandate of max 2 hours per week for 6 weeks.

Design and Development Strategy

I. Course Structure and High-Level Learning Objectives

The program is structured as a 6-module blended learning path followed by an immersive Capstone Assessment



Design and Development Strategy

II. Development and Delivery Strategy (Blended Model)

Asynchronous (Rise 360)

Self-paced modules deliver concepts, models, and foundational knowledge. Utilized **Scenario Blocks** and **Interactive Tabs/Accordions** to present complex material clearly.

Allows learners to absorb foundational knowledge at their own pace, maximizing live session time for practice.

Synchronous (Virtual)

6 live, virtual practice sessions (1 hour each) focused on **role-playing, manager-to-manager discussion**, and practicing difficult conversations.

Ensures immediate feedback and skill transfer for high-stakes, interpersonal skills that require live practice.

Content Curation/Scraping

Key managerial frameworks (e.g., SBI Model, Situational Leadership) were adapted. Detailed content scripts and storyboards were finalized before asset creation.

Ensures consistency, utilizes established best practices, and streamlines the development process

Quality Control & Pilot

Materials were reviewed by **three senior managers (SMEs)** and tested with a small group of new managers. A 4-hour "**Train-the-Trainer**" session was implemented for facilitators.

Validates content accuracy, user experience (UX), and ensures consistency of delivery in live sessions.

Design and Development Strategy

II. Development and Delivery Strategy (Blended Model)

Development of the Rise 360 modules utilized the **Successive Approximation Model (SAM)**, prioritizing rapid prototyping and continuous feedback over a strictly linear process. This approach allowed the team to integrate stakeholder input early and minimize risk.

Key Iterative Cycles



- **Savvy Start:** The initial curriculum structure and learning objectives were quickly reviewed by three senior managers (SMEs) to validate foundational assumptions before any content was built.
- **Alpha Build:** The core content (text and basic structure) for all six modules was built in Rise 360 to establish the scope and flow. This version was used for the **initial technical review**.
- **Beta Build & Pilot:** Full interactions, multimedia, and the Capstone assessment were integrated. This version was deployed to a small test group of new managers for the **critical user experience (UX)** and **content validation phase (the Pilot)**.
- **Gold Build:** Final materials were refined based on pilot data (e.g., adjusting quiz difficulty, clarifying delegation steps) before enterprise launch.

Design and Development Strategy

III. Assessment Design Blueprint: Module 7 Capstone Challenge

The Capstone serves as the summative assessment (Level 2), testing the learner's ability to integrate and apply skills.

Assessment Title	Capstone Challenge: Coaching Sarah: A Three-Phase Leadership Challenge
Core Goal	To test the learner's ability to apply skills across Mindset, Delegation, Coaching, Conflict, and Accountability in a single, complex workflow.
Implementation Tool	Built within Articulate Rise 360 using advanced features like Scenario Blocks (for dialogue-based decisions) and Matching Knowledge Checks (for sequencing procedural steps).
Scenario Flow	Phase 1: Delegation (Choosing coaching style/delegation steps). Phase 2: Conflict & Feedback (Applying empathy, SBI feedback, and boundaries). Phase 3: Accountability (Setting SMART goals and conducting final review).
Key Decision Example	DP 4 (Feedback): Learner must correctly choose the non-judgmental dialogue that follows the S-B-I structure to deliver objective accountability.

Evaluation and Results Summary

I. Implementation Logistics

Rollout Plan

6-week program, with self-paced Rise modules completed Mon-Wed (1 hour) and the live virtual practice session held on Thursday (1 hour).

Learner Support

A dedicated Microsoft Teams channel was established for ongoing Q&A, peer discussion, and resource sharing.

II. Evaluation Results (Fabricated Data)

Kirkpatrick Level	Focus Metric	Results (Data)	Link to Business Goal
Level 1: Reaction	Learner Satisfaction & Engagement (Surveys)	Post-course survey results: 92% of participants rated the program as "Relevant" and "Engaging."	High engagement correlates with greater adoption of skills.
Level 2: Learning	Knowledge Acquisition & Skill Mastery (Tests)	Average score on the final scenario-based Capstone assessment was 85% .	Proves participants successfully integrated complex managerial skills before returning to the job.
Level 3: Behavior	On-the-Job Skill Application (360 Reviews)	65% increase in direct reports reporting their manager uses effective coaching techniques (based on a 3-month post-training 360 review).	Verifies that the desired behaviors (coaching/delegation) are being used in the workplace.
Level 4: Results	Business Impact (ROI)	Team turnover rate for the participant group dropped from 25% to 13% six months post-training, nearly achieving the 50% reduction target.	Directly addresses and substantially solves the original business problem of high new-manager turnover.