

The Role of Content Strategy

Development & delivery plan:

Curricula	Target Audience				Competencies			Content		
	Description	Level	Size	Location	Description	Subcomponents	Level	Type	Content Sources	Vendor/Content Location/SME
HR Traineeship	HR Graduates	NG	15	All	Conducting Disciplinary Enquiries	Legislation	2	CBT	Off-the-shelf	Skillssoft
						Process	2	ILT	External Facilitator	Perrot, Van Niekerk, Woodhouse
					Workplace Consultation	Theory	2	CBT	In-house	Gerrit Lotz
						Practice	2	ILT	Internal	Gerrit Lotz
					Training Needs Analysis	Theory	2	CBT	In-house	Hanre Marais
Microsoft Productivity Software	MS Excell	3	CBT	Off-the-shelf	NetG					
	MS Word	3	CBT	Off-the-shelf	NetG					
Ulrich for De Beers	HR Managers	DU	40	All	Competency Builder	n.a.	4	ILT	In-house	Tinie Krugel
					Relationship Marketer	n.a.	4	ILT		Gerrit Lotz
					Service Provider	n.a.	4	ILT		Leon Smith
					Change Navigator	n.a.	4	ILT		Debbie Sheldon
					Business Partner	n.a.	4	ILT		Jeff Leaver

Budget/Funding

Content Decisions:
 Priority
 Delivery Medium
 Design Complexity
 Ownership
 Etc.

Content Development and Delivery Plan

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➔Priorities

- Consider target audience, business impact, costs etc.

➔Delivery Media

- eLearning
- Blended
- Synchronous or Asynchronous
- Classroom Based

➔Design Complexity (eLearning)

- Level 1: Online Text
- Level 2: Online Text with Assessment
- Level 3: Online Text with Collaboration and Assessment
- Level 4: Multimedia with Collaboration and Assessment
- Level 5: Multimedia and Simulations with Collaboration and Assessment

➔Sourcing

- Vendors/Developers
- Subject Matter Experts

➔Ownership

- Sourcing, funding, delivery and maintenance

The Role of Content Strategy

SUCCESS!

By targeting
the right content
to the right audience
In an appropriate format
over an appropriate medium
within a professionally managed process

course completion rates will increase significantly
and your return on investment will impress the critics!