

# Team Publications

*Making the Complex Simple*



**Instructional  
Design and Course  
Customisation Services**

# KNOWLEDGE & EXPERIENCE

## who are we?

Team Publications was established as a publishing company specialising in adult learning in 1994. Initially Melbourne based, Team Publications relocated to the Gold Coast in Queensland in 1998. Our organisation consists of an experienced group of proven authors with an additional team of production people consisting of graphic designers, desk top publishers, editors and other production specialists. This ensures that all of our material is developed to very high standards of design and is attractive in its overall appeal.

## what is our experience?

We have a core team of five authors with extensive adult learning, professional training or management consulting experience. In addition, we have a further eight authors/subject matter experts who have specialist skills or background in particular topic areas (such as sales and marketing, customer service, performance management, finance, occupational health and safety etc).

Over the years, we have worked with a large range of clients (small, medium and large) and with many different industries. This includes Airlines, Banking, Energy, FMCG, Government, Insurance, Manufacturing, Mining, Retail, Telecommunications and Transportation.

## who do we work with?

Team Publications has sold its generic products to several thousand organisations throughout the world over the years. With customised or tailored training material, we have now worked closely with a wide variety of different types of enterprise to create instructional design solutions. In Australia, the following represents some of the larger clients in recent times.



- ACI Glass Packaging
- Arnotts Biscuits
- BP
- Caltex
- Campbell's Soups
- Coles Myer
- Department of Industrial Relations & Training
- Dow Corning
- Dyno Nobel
- Exxon/Mobil
- Ford Motor Company
- General Motors Holden
- Hatch Engineering
- Honda
- Midas
- National Australia Bank
- Qantas
- Smith's Snackfoods
- St John Ambulance
- Suncorp-Metway
- Telstra
- United Energy
- WAPET
- WMC

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# OFF-THE-SHELF PRODUCT EXPERIENCE

## what do we do?

Team Publications is a specialist organisation focusing on the development of best practice short-course training materials for a wide variety of enterprises. Our training and development work takes two main forms:

- Generic course packages and materials
- Customised or tailored training and learning solutions

## generic course material

With a strong instructional design team of generalists and subject matter experts, Team Publications have produced almost 100 short course packages over the last few years. Subjects covered include Leadership, Teamwork, Communication, Sales, Finance, Quality, Customer Service, Safety and many other categories. These packages are built around our unique and proprietary One Page Coach® storyboard based system, which contains a comprehensive set of materials, both for the learning facilitator and the learning participant.

In addition to One Page Coach® short course packages, Team Publications has also produced a wide range of other general learning materials. This includes:

- Participant workbooks/manuals
- Books/booklets
- Checklists and leaflets
- Learning CD's
- Learning software
- Learning procedures
- Activity packs
- Diagnostic assessments/profiles
- Learning videos
- Games and simulations
- Posters/wall charts
- Work instructions

Once again, the above resources have been written for many different industries and have been applied in a wide variety of organisations around the world. This has helped to build the experience of our author team considerably over the years, allowing them to 'hit the ground running' with new clients and new projects in most situations.



*Team Publications designs learning materials for managers or facilitators and participants. This material is always clear, concise, easy to navigate and comprehensive.*

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# CUSTOMISATION EXPERIENCE

## tailored learning solutions

Not every training or learning need can be met by an 'off-the-shelf' solution. As much as 40-50% of our author's time is spent in helping to create customised materials for our clients. This includes a range of projects producing paper based materials (such as facilitator guides, a variety of participant workbooks, storyboards, information booklets/pamphlets etc) or electronic output products (such as specific software, CD's or even web based applications).

Topic areas in which tailored solutions have been created have been many and various. The following represents a few of the most recent ones:

- Understanding the appraisal process
- Getting the most out of the performance management system
- Using the career development system successfully
- Achieving outstanding customer service
- Outsourcing and competitive tendering
- Business excellence
- Increasing profitability
- Understanding root cause analysis
- Creating a continuous improvement culture
- Working safely with VDU's



## the instructional design process

Instructional design is a process for systematically creating learning solutions or experiences that bring about positive change in the performance of an individual, a team or an entire organisation. This means that any material that is written must always:

- Be based on a thorough and comprehensive **needs analysis**
- Clearly **identify the ultimate goals** of the learning experience to be created
- Meet learning **stakeholder needs** (individually and collectively)
- Utilise the best learning **approach, methodology and delivery method** possible

To meet the above needs, Team Publications makes sure that the whole learning strategy factors in stakeholder needs **before, during** and **after** the training or coaching 'event'. This process is illustrated in more detail in the storyboard on the back page of this brochure. This clearly indicates how we approach the instructional design process from end to end.

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# THE BENEFITS OF OUR EXPERIENCE

## what are the **payoffs**?

Excellent instructional design has only taken place where a learner has acquired the necessary knowledge, they feel confident to practice their newly acquired skills or behaviour and have acceptably demonstrated their competence or capability. If this is likened to learning to drive, this is akin to appropriately learning the road traffic rules from a book or what we may be told, taking sufficient driving lessons to build competence and ultimately successfully taking a driving test.

The Team Publications expertise makes a difference by ensuring that every learning experience that we design properly prepares all learning stakeholders (managers, facilitators and participants) for the whole journey and not just a part of it. In so doing, our clients can be confident that individuals and teams will tangibly lift their performance and therefore achieve better results and outcomes than before the learning took place. This means that participants and the organisations, of which they are a part, will be getting **90% of the benefits** of the learning delivered and not just **the usual 10%**.

## what does it **cost**?

Instructional design costs will clearly vary according to the type and complexity of the task (with variable input design hours) and the numbers of people participating in the learning experience (with variable consumable material production costs). However, Team Publications is happy to charge on an open book cost plus basis for the time taken, or provide fixed lump-sum figures, once the scope of the project is known. If you call us with a broad outline of a project, we will typically be able to offer outline costs within 24 hours.

## where to from here?

If you need to raise employee awareness, design a new learning experience, initiate group action in a positive and motivated way, develop team skills or develop individual or collective competencies, why not give Team Publications a call to discuss your needs. We can start from a blank page or 'freshen up' an existing training package or past approach in a way that really makes a difference.

Call us on: **07 5593 4399**  
or fax us on: **07 5593 4377**  
or write to us at: **Team Publications Pty Ltd**  
**PO Box 652**  
**Mudgeeraba, Gold Coast**  
**Queensland 4213**



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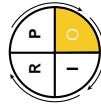
# Effective Instructional Design

Building any learning experience or program from scratch requires a considerable amount of careful research and co-ordination. Team Publications uses a simple learning model to develop its customised programs. This is the **PREPARE, ORGANISE, IMPLEMENT, REVIEW** cycle. The circles to the right describe each of the phases in the **PREPARE (P), ORGANISE (O), IMPLEMENT (I), REVIEW (R)** continuous improvement cycles.

PREPARE ORGANISE IMPLEMENT REVIEW



Gather data and plan



Gather and assign resources



Execute and follow through



Post audit and improve



## PREPARE

### Determine learning objectives

- Hold a face-to-face, open discussion with the people responsible for the particular learning to be conducted.
- Identify specific enterprise goals and objectives.
- Determine overall parameters and guidelines to work within.



### Describe learning outcomes

- Determine tangible outcomes sought from the learning.
- Identify 'ideal' changes that should be seen in the workplace/actions.
- Agree potential benefits from the learning investment.



### Identify target audience(s)

- Discuss the specific audience or audiences at which the learning should be aimed.
- Review participants' existing capabilities and needs.
- Agree the most appropriate learning delivery and facilitation methodology.



### Assess past learning efforts

- Discuss past organisational design initiatives.
- Review current learning emphasis and focus.
- Assess specific courses and programs in the recent past.



## ORGANISE

### Invite learning stakeholder input

- Arrange appropriate information and data input.
- Interview a range of 'key' stakeholders for program input.
- Hold group sessions with program facilitators.



### Gather & collate module data

- Assemble existing information and 'expert' material in relevant areas.
- Research external best practice literature and knowledge on the chosen subject.
- Categorise the learning material in a logical way.



## IMPLEMENT

### Develop the outline template

- Sequentially flow the program into the most appropriate learning model.
- Develop appropriate template summary text.
- Select appropriate visual images/other representations to be drawn upon.



### Write accompanying learning material

- Develop overhead support materials.
- Write facilitator guide text/script.
- Select and add relevant games and exercises to test understanding.
- Package attractively.



## REVIEW

### Review draft course/learning experience

- Review final draft input.
- Arrange a program leader/facilitator discussion session on the draft material.
- Hold a final review session with the subject owner.



### Publish & provide 'train-the-trainer' support

- Finalise program text, image and design changes.
- Produce all facilitator and participant materials/consumables.
- Arrange a train-the-trainer workshop on the new material.



### Follow up & post audit real learning effectiveness

- Follow up with program facilitators by telephone quickly.
- After a few weeks follow up review meeting with facilitator(s).
- Note all worthy changes and changes for the next learning event.

