



EXECUTIVE SUMMARY

PRIMARY USE CASE NEEDS

- Need to sustain leader development efforts over time
- Need to scale leader & team development principles throughout an organization
- Need to connect organic teams to build cohesion and communication
- Need to build conversation spaces for distributed teams
- Need to give leaders an asynchronous, self-paced learning platform

SOLUTION

- Cascade fundamental leader and team topics to teams across the organization
- Propagate common curriculum to operational teams & administrative staff
- Vision: essential language and behaviors integrated across the organization
- Primary Form: periodic half-hour small group sessions (face-to-face, hybrid)
- Secondary Form: individual experience online
- Function: online video modules with exercises tailored to job series
- Organizational leaders can serve as an expert network to support and facilitate

OVERVIEW

- Module = roughly 20-min instruction + 10-min group exercises
- Delivery: Small group experience; mix of instructor videos + group exercises
- Learning Objectives map to Continuing Education Credit
- Embedded measures for engagement and efficacy
- Instructional design developed under Dr. Joe LeBoeuf (West Point / Duke professor)

INSTRUCTIONAL DESIGN OVERVIEW

Modules are taught by a variety of instructors from the Praevius consulting team. The video modules in this solution will be roughly 30 minutes in length (roughly 50% video instruction and 50% small group exercises/discussion). The video modules are intended to be experiences in small groups with periodic alternations between content presentation from our instructors and on-screen prompts for discussion and reflection among the participants.

Fundamentals:

We intend for every session to answer some fundamental questions:

WHAT: clearly define the concepts we're presenting

WHY: state a case that the concepts matter in the workplace and beyond

HOW: offer tools and exercises to solidify understanding in the concepts and their application in life (professional and personal)

Learning Objectives:

We use Bloom's Taxonomy as guiding language in our Learning Objectives (LOs):

Bloom's Level	Key Verbs (keywords)
Create	design, formulate, build, invent, create, compose, generate, derive, modify, develop
Evaluate	choose, support, relate, determine, defend, judge, grade, compare, contrast, argue, justify, support, convince, select, evaluate
Analyze	classify, break down, categorize, analyze, diagram, illustrate, criticize, simplify, associate
Apply	calculate, predict, apply, solve, illustrate, use, demonstrate, determine, model, perform, present
Understand	describe, explain, paraphrase, restate, give original examples of, summarize, contrast, interpret, discuss
Remember	list, recite, outline, define, name, match, quote, recall, identify, label, recognize

Content Principles:

Here are the foundational **Principles** we employ as we work toward a unified brand/tone (module guidance):

1. **Novelty**: No cliches. Original. Creative. Use your stories that no one else knows. Unique. Intriguing. Fun.
2. **Grounded**: Built on reputable academic literature that demonstrates some of the following a) evidence that the problem exists, b) evidence that the concepts, c) evidence that the strategy/tool will reliably generate results
3. **Practical**: Concepts learned can be applied at work and likely in other domains of life. Accessible, simple, powerful ways to immediately see change in relationships, performance, and/or well being.
4. **We-based**: Engage participants in a way that they see how they fit into the broader mission/service/community. Exercises should be conversation-based, experience-based, and encourage engagement with others.
5. **Growth**: Encourage a positive outlook/belief in their ability to improve themselves, their teams, and the organization

Module Structure/Flow:

Our process for developing these modules to be enriching and engaging opportunities for connection with team mates includes the following guidelines/flow:

- A. Story Open/Hook: start with something unique, interesting, related to the topic at hand (Novel)
- B. Content Overview (Grounded)
- C. Concept/Tool/Exercise: (Practical/We-based) each concept/tool flow:
 1. introduced
 2. brief explanation
 3. applicable tool
 4. relevant exercise
 5. Repeat as necessary
- D. Close (Growth): tie the concepts into an aspiration closing, an encouragement