

# 3

SIMPLE STEPS  
TO DEEPEN TRUST  
& INCREASE BUY-IN  
WITH RAPID  
eLEARNING DESIGN

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**DEVELOP THE CONTENT NARRATIVE**



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STEP

1

CAPTURE  
ALL CONTENT  
AS  
NARRATION

Use your storyboard template, but do not specify course elements. Instead, simply focus on presenting all the information learners need to acquire, screen by screen, in a logical flow.

*Tip: Screen numbers may change. Identify screens by title.*

STEP

2

SECURE  
BUY-IN  
FOR THE  
CONTENT

When you review content with your stakeholders, emphasize the subject matter. Secure agreements for the information, including teaching points, learning outcomes, and content flow.

*Tip: This pinpoints misinformation and reduces rework..*

STEP

3

GENERATE  
TREATMENT  
IDEAS  
WITH YOUR  
DEVELOPERS

Now review the content narrative with your development team members. Invite and adopt their treatment insights. Their engagement unleashes enormous creativity.

*Tip: Early collaboration reveals nuance so design cues are clear.*

**Most client stakeholders can't read a storyboard and imagine what the final course will look like.**

Many eLearning development teams struggle with the traditional storyboard approach to developing content.

Storyboards are great for development team members who have the imagination and experience to combine cues for narration, supporting audio, onscreen text, video content and treatments, illustrative graphics, learner interactions, and proposed animation.

But most clients aren't able to synthesize these diverse, yet symbiotic, eLearning elements into a clear vision. They can't read a storyboard and imagine what the final course will look like.

While clients may actually approve a storyboard, they are often disappointed or unpleasantly surprised when they review the programmed first draft.

**Our approach builds trust, while reducing frustration, rework, and time to delivery.**

From the client's perspective, it's better to emphasize the content narrative rather than a content treatment. It builds trust in the process and the team's skills.

Meanwhile, once the content narrative is clear, stakeholders are more receptive to reviewing creative eLearning treatment ideas.

This approach ensures a smoother, faster, more collaborative development effort, while it significantly reduces rework and launch timelines.

The end result is a high-quality learning asset that hooks learners with impact, relevance, and effectiveness.

# 3 Simple Steps to Deepen Trust and Increase Buy-in with Rapid eLearning Design

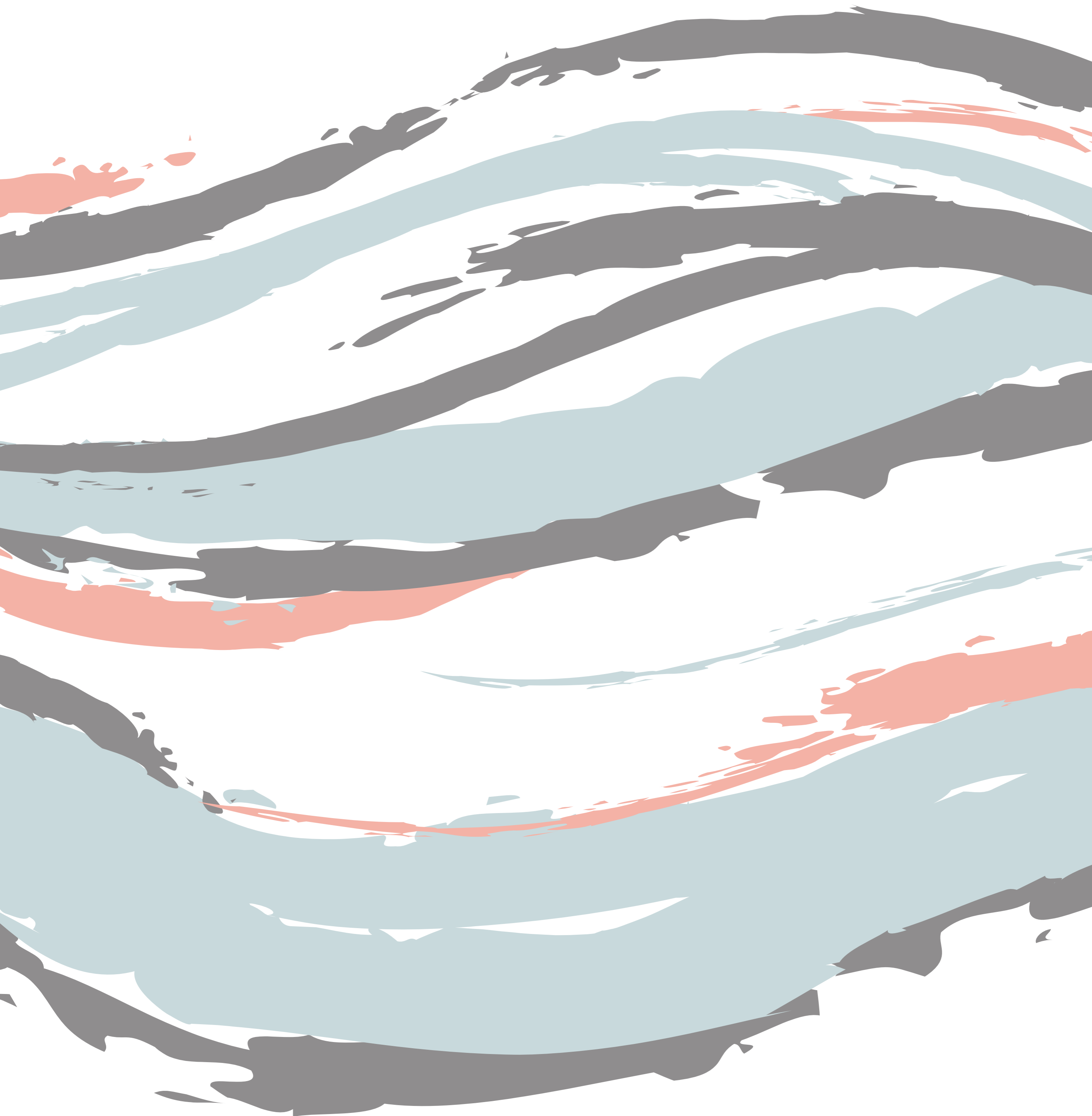
**1** CAPTURE ALL CONTENT AS NARRATION.

**2** SECURE BUY-IN FOR THE CONTENT.

**3** GENERATE TREATMENT IDEAS WITH YOUR  
MULTIMEDIA DEVELOPERS.



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