

COMMUNICATION AND PROJECT MANAGEMENT TOOLS(PREPARATORY)

Bee Naturals is experiencing rapid growth and is looking to continue growing and stabilizing their internal operations. With the influx of new hires, BN has created a campaign of microlearning products that will be deployed to help onboard these new employees before their 3-day onsite orientation. Since they only have two weeks to prepare for their orientation, the campaign will consist of the most important microlearning products that will help to ensure success during their orientation. New hires have no idea how quickly BN is moving and need to be prepared on day 1. This 3-day orientation will include but not be limited to the following:

- President and CEO introductions
- New Hire introductions
- A short tour of the Bee Naturals facility
- Department Meetings
- Meet & Greet with their team
- Confirmation of email and online tools account setup
- Debriefing of present & future project (department and team specific)

The topic of this product is Connection and Project Management tools that are used across all BN teams and departments. Those tools are Trello, Slack, and Calendly. The purpose of this product is to provide BN new hires with an opportunity during their 2-week onboarding to get signed up and acquainted with the online tools. During their orientation, new hires will hit the ground running and get hands-on experience on what their day-to-day responsibilities will be. These employees need to be ready on day 1.

Once again, Bee Naturals is growing so quickly and we need new hires to be fully prepared for cross-team collaboration and communication, which is where setting up their Slack account and completing the tutorials comes in. New employees also need to manage their projects effectively, which is where setting up their Trello account and completing the tutorials comes in. Lastly, new employees need to set up their calendars so team and department members know who is available and when, which brings in Calendly.

This microlearning product supports performance in two ways: individually and collectively. This product will help the individual (new hire) get acclimated to the new online tools used by the company so that on day 1 of the orientation, they aren't spending unnecessary time trying to figure it out. This will save time and allow the employee to be present in the agenda set for the first day. This microlearning product aligns with the preparatory use case in that it 1) prepares new hires by allowing them an early opportunity to access and learn how to operate their online connection and project management tools and 2) provide quick productivity tips to ensure success on their team and in the workplace. This product will help the collective (the team/organization) by making sure that the new hire is adequately prepared and ready to receive any communications or assignments given on the first day.

LEARNING OBJECTIVE(S)

The goal of the microlearning campaign is:

- To ensure that new hires are prepared for their 3-day orientation by providing the necessary microlearning products for them to be successful at Bee Naturals.

At the end of this microlearning product, the learner will be able to:

- Understand what Trello, Slack, and Calendly are.
- Sign up for an account for each online tool.
- Complete each tutorial on how to use each tool.

LINK TO 7TAPS PRODUCT

- <https://app.7taps.com/q07EHQkjtO>

IMPLEMENTATION

This microlearning campaign will be implemented by an email that will go out to all new hires. Since Bee Naturals foresaw the immense growth it is currently experiencing they created a whole department specifically for onboarding new hires. This includes communication, onboarding training, equipment needs, etc. We contacted the new hired department and requested an email be sent out containing all of the links to the 7taps microlearning products. We made sure to include the time frame (2 weeks) in which they had to complete their campaign, their new company emails, troubleshooting service instructions should they have any issues with starting or completing any of the products, and the optimal choice of device to complete their training. New employees can complete these products on their phones, tablets, computers, etc., but we would prefer they use a laptop or desktop computer as most of the products contain links that may lead to needed documents or tasks that may take several minutes to complete. This microlearning campaign is required to be completed by all new hires of Bee Naturals. They will not be permitted to attend the 3-day onsite orientation if they do not successfully complete the entire campaign with a total score of 80% or higher.

Before the huge growth spurt, Bee Naturals had a standard onboarding procedure. New hires were able to take a little longer to get acclimated to the ins and outs of the company. Unfortunately, rapid growth and COVID has changed the dynamic of what “normal” onboarding training looks like. Bee Naturals has taken advantage of eLearning opportunities and also purchased 7taps to help support learning and development within to increase and maintain organizational stability. This way of implementing learning products would be both a benefit and a risk. It would be beneficial because it would allow the employees to self-pace their learning. It wouldn't have to take place in a classroom and employees are free to learn wherever they choose. This would help to promote high morale in the workplace amongst all employees. It would also help to improve motivation and performance as employees would have targeted learning that bridges knowledge gaps in order to promote success. On the other hand, this way of implementation could be risky because it could promote procrastination and cause employees to save completion until the last minute. It depends on how the learner views this opportunity as some could see a two-week window as an opportunity to work quickly or some could see the same two-week window as an “I've got time” situation. For the latter, that could really hurt BN because they don't want to have to go through the hiring process again because employees can't govern themselves accordingly.

EVALUATION

Since this microlearning campaign is centered around preparatory products created to quickly onboard new hires and prepare them for their 3-day orientation, the criteria that is being evaluated for performance is successful completion of the course and the tasks provided within the course. In this microlearning product, the new hires were given 2 tasks per online tool to complete. The learner is expected to access their company Trello, slack, and Calendly accounts. The learner is then expected to participate in the viewing of 1 beginner tutorial video per tool. 7taps will collect all completion data as Bee Naturals L&D team will provide their LRS credentials to receive this information. We know that the only way to truly tell if the learners have completed their tasks is by observation, so we have appointed a veteran employee of each department to observe new hires over their 3-day orientation. They will report their findings to HR at the end of the 3-day orientation. We understand that learners will not know everything about each tool, but we need for them to have a basic working knowledge of the tools that Bee Naturals uses to be successful. Success of the deployment of this microlearning product looks as listed below:

- The learner will successfully complete the microlearning product: Connection and Project Management Tools: Accessing and Learning the core tools used for success at Bee Naturals.
- The learner will successfully complete both tasks provided (access company tools (Trello, slack, and Calendly), view beginner tutorials and develop a basic working knowledge of tools)
- The learner will display working knowledge of tools during 3-day orientation, which will promote dependability and quick learning abilities of new hires at Bee Naturals.

This will be a benefit to Bee Naturals because there is no current method of evaluation that is being conducted. BN is growing very fast and just hired a lot of new employees. This orientation will not only help to get those new hires settled, but it will also be a huge opportunity for all the teams and departments to get together and get a head start on new and existing projects, prospective clients, important meetings, etc. New employees need to be ready to go on day 1.