

Design Document

Training Title: Revive Fitness

Business Goal and Problem	Memberships at Revive Fitness have significantly declined, creating a decrease in profit. Employees can answer questions about what the gym has to offer, but are unable to answer questions customers have about personal goals and how to reach them. Training employees to help customers create and adhere to personal goals will increase customer retention rates and increase new customer memberships. The business goal for this training is to increase new memberships and renewed memberships by 25%. Success would look like higher customer satisfaction, memberships, and overall profit.
Target Audience	Target audience is new hire and current employees, male and female adults 18 and older, all ethnicities, high school education or higher. Learners have a basic knowledge and experience in customer service and physical education.
Learning Objectives	Terminal LOs: • Demonstrate how to use proper form on the three main types of workouts • Recommend changes to nutrition based on member concerns • Create a basic fitness program for a new gym member based on their goals Enabling LOs:
Training Recommendation	Delivery Method: • E-learning • Articulate Storyline Approach: • Scenario-based: introductory scenario introducing avatar and business problem. Closing scenario summarizing the solution to the problem. • Mini-scenarios throughout to practice information learned
Training Time	15 minutes
Deliverables	• Storyboard with script

	• SCORM file of elearning course developed in Articulate Storyline
Training Outline	Introduction Navigation Learning Objectives: • Scenario-based, introduction to problem ◦ Demonstrate how to use proper form on the three main types of workouts ◦ Recommend changes to nutrition based on member concerns ◦ Create a fitness program for a new gym member based on their goals Proper form: • Visual and descriptive, step-by-step ◦ Strength ◦ Cardio ◦ Flexibility and balance Knowledge check LO 1 Nutrition: • Recommendations and benefits ◦ Macronutrients: carbohydrates, fats, protein ◦ Water: low, medium, high intensity Recommendations: • Based on common member concerns • Explanation of how to address concerns/questions to ask ◦ Fatigue, appetite control, digestion issues, mood, immunity, muscle growth and repair ◦ Description and recommendation for nutrition changes for each Knowledge check LO 2 Fitness level: • Beginner, intermediate, advanced recommendations ◦ intensity, duration, equipment for each level Scenario LO 3

	Three main types of workouts: • Description of each and when to recommend ◦ Strength ◦ Cardio ◦ Flexibility and balance Knowledge check LO 3 Variations: • Description and benefits of each • When to recommend ◦ Dynamic-full range of motion ◦ Isometric-static hold ◦ Plyometric-explosive movement ◦ Proprioceptive-spatial orientation Scenario LO 3 Final Assessment Summary • Scenario-based, continued from beginning Congratulations
Assessment Plan	Level 2 Assessment: • 3 knowledge checks, scenario-based ◦ 2 attempts, true/false-1 attempt ◦ ungraded • 5 question scenario-based graded quiz ◦ 80% passing, unlimited attempts ◦ At least one question per learning objective Level 3 Assessment: • Observation of employees assisting gym members-3 months • Member survey-3 months • Percentage of new memberships and membership renewals-6 months