CUSTOMIZED SOLUTIONS
CUSTOMIZATION INCLUDES THREE LEVELS
Level 1
Customization:
Customizing the Title, Headers, and Footers throughout to reflect Client-Specific nomenclature.
Level 2
Customization:
Customizing the Title, Headers, and Footers throughout to reflect Client-Specific nomenclature. Also, customizing verbiage throughout the materials to link to Client-Specific efforts, strategies, values, vision, projects, etc.
Level 3
Customization: Customizing the Title, Headers, and Footers throughout to reflect Client-Specific nomenclature. Also, customizing verbiage throughout the materials to link to Client-Specific efforts, strategies, values, vision, projects, etc. Finally, customizing existing scenarios, case studies, role plays – or building client-specific activities to reflect precise needs.
3.
When we "customize" materials, we are re-writing or adapting existing content to meet client-specific applications, scenarios, cases, nomenclature, etc.
TAILORED SOLUTIONS
2.
When we "tailor" training materials, this generally involves shortening or lengthening materials by removing or adding content to address problems or challenges expressed by the client
EXISTING SOLUTIONS
1.
(aka "Off the Shelf")
Examples:
• Social Styles
• Counselor Salesperson
• Developing Leadership Excellence
• Trust: The Virtue of Performance
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NEW SOLUTIONS
DEVELOPING NEW TITLES COMES IN FIVE "FLAVORS"
4.
We author new materials when clients request products that don't exist, or when *similar* products exist but are somehow off the mark substantively enough to warrant building a solution from scratch.
Flavor 1:
Anecdotal Product Development
This flavor simply involves leveraging our collective experience to craft material that – through collaboration with the client – meets unique needs.
Flavor 2:
Research-Based Product Development
This flavor involves a more rigorous approach, from telephone interviews with key stakeholders to scouring the trends from exit interviews – we work with client-specific data to write the appropriate solution.
Flavor 3:
Competency-Based Product Development
This flavor focuses the rigor of the research effort toward the development of key competencies co-identified by the client and DeLaPorte. Content then becomes competency-based, which opens many doors. . . to more specific content, more robust and consistent learning objectives, the opportunity to build pre- and post-360s°, and much more.
Flavor 4:
Corporate University Product Development
This "Cadillac" generally involves creating a series of titles that meet a plethora of voids and mimicking a true university approach. The client staffs up an internal university, employs an Administrator/Dean, assigns credits to various courses as appropriate, tracks learner progress, assigns internal and external instructors or "professors" to deploy the material, tracks ROI, shares best practices across locations, utilizes the university to become an "employer of choice," and views the university as a competitive differentiator.
Flavor 5:
Proprietary Content
This final flavor is the direct result of a client-initiative to outdistance the competition through organizational and individual development efforts. In this scenario, DLP is asked to build proprietary, client-specific content that will not be sold or shared with other organizations. When we complete such material, we provide soft-copies to the client of all the source-documents authored during our relationship, from research to implementation, and we "close the vault" to these materials within our own organization.