

## ADDIE Storyboard

### Course Name: Constructive Feedback for the Workplace

Storyboard Template Breakdown:

#### 1. Analyze

Pre-launch: *Who is your audience? Why do they need this course/module? What are their needs, challenges, motivations?*

Target Audience from Needs Assessment: Managers and team/people leaders

Course/Module is necessary to train managers and team leads on identifying professional instances where it would benefit the associate to provide feedback in skill growth direction, improvements towards professional development, and turning a negative moment into an area of success by tying the action improvements to performance evaluation targets.

Needs/Challenges/Motivations?: The corporate need is to redirect negative feedback instances into positive associate, team, and organizational growth instances. Often in high productivity and fast deadlines, feedback gets shared as a negative with no direction of how the associate can improve. This course is to start using that feedback as a positive professional growth and development initiative instead of a "one and done" negative statement.

The main challenge is adoption. The content should be basic and micro-presented within the greater course. Short, succinct explanations of what positive feedback should be given, how it should be conveyed, and frequent real-world examples will be used to accomplish this. The content will also encourage managers and team/corporate leaders to share their ideas of adoption and conveyance as well; this is also being included as a motivator for such positions to mold the feedback model to best-fit their associates/teams/corporate situation.

Challenge Assessment: Analysis qualitative data showed that team and corporate leaders are very motivated and encouraged to adopt a feedback model. The idea of job aids and flowcharts included with the content products was a highly motivating idea for adoption in surveys from the needs assessment.

Notes: *How can I work my findings from the "Evaluate" stage into a new, better version of the course/module?*

#### 2. Design

Pre-launch: *How will information be sequenced in this course/module? What visuals should be included? What activities will you plan for students? [Create course/module outline]*

Course Outline:

- Course Introduction
- Learning Objectives
- What is Constructive Feedback?
- Types of Feedback (Constructive and Destructive Feedback)

- Timely Suggestions
- Avoid the "Sandwich"
- Be Constructive
- Personal Attacks
- Detrimental Comments
- Blaming Language
- Constructive Feedback: Best Practices
  - Prepare
  - Schedule
  - Start Positively
  - Share Feedback
  - Discuss Solutions
  - Two-Way Communication
- Benefits of Constructive Feedback
  - Employees
  - Team
  - Organization
- Practice Scenario
- Practice: Feedback Review
- Best Practices: Avatar-Guided Review
- Summary
- Quiz Assessment

Visuals planned: Images, Animations, Avatar-guided review

Activities planned: "Try, Teach, Perform" model scenarios – learner tries the activity, course follows up to teach where learner gaps were in "try" step, learner performs activity again on their own.

Activities include walkthrough activities, step-by-step scenarios, and branching/adaptive scenarios

Notes: First cohort user evaluations stated that there should be more 1-page flowcharts and job guides to follow for both managers and learners for expectations during the feedback meeting. Created one-page, step-by-step flowchart in Lucid to address this additional need.

### 3. Develop

Pre-launch: *Write your lecture. Collect visuals. Put together slides. [Create course/module script and upload all necessary data into your online course platform]*

The full storyboard contains the Visual Notes, Narrative/VO/Scenario content and scripts, and all necessary direction for visuals (design team) and programming (dev team). The finalized Constructive Feedback in the Workplace storyboard and scripts for scenarios is accessible at this link: [Full Storyboard + Scripts](#)

Notes: Additional edits made by customer/client directly to content uploads for real-time edits in LMS.

### 4. Implement

Pre-launch: *Deliver the course/module to a focus group*

First focus testing feedback conveyed overwhelmingly positive learner experiences for team managers and associates. Leadership conveyed that the presentation of context and content order was exactly what was wanted and thought their teams would be greatly motivated by a standardized presentation

of feedback. This eliminated the lack of assuredness in how they should share feedback with associates, especially in a way that did not feel negative to the receiver.

Additional content desired from feedback: More one-page references and step-by-step references. More summative products for individuals who have already taken the training and just need a quick "check" and/or "refresh" of what to do next. Organization also wanted these to refer to when remodeling some parts of the content to better fit their "far in the future" goals and needs.

Post-Launch Notes for additional requests from client: *Deliver the updated versions of the course/module hand outs/job aids*

For Post-Launch Additions: Delivered several additional Lucidchart and flowchart job aids and one-sheet references in PDF/Word products at request of client.

## 5. Evaluate

Post-launch Evaluation: *How effective and engaging was the course/module? What could be improved?*

Course Evaluation Data: My team was able to acquire post-launch data for a total of 3 learner cohorts that suggested an overwhelmingly positive improvement to the use of feedback as a professional growth and development tool for the corporation. We also found that course retention rates improved by roughly 12% from statistical analysis data critiqued by the Senior Data Analyst and Data Team.

From an instructional design perspective, we would like to continue getting more instructional text off the slides and into digital learning implements. I.e., we would like to convert more text on slides to activities in which learners learn by doing instead of being told what they should do.

Additional Notes: Additional "try"-level scenarios and self-assessment activities would benefit the virtual target audience who will be taking this course.