



BRG
LEARNING AND
DEVELOPMENT

CORPORATE OFFER

WHO IS BRG?

Ok, so you might be tired of the usual emails and self-promotional spiels from L&D content providers, but if you'll indulge us for just a little bit...

We're a team that loves to learn, so we created a business with this in mind. We bring a diverse set of skills to our work – with expertise in corporate life, various sectors of education, design and production, and professional writing. This mix makes us a formidable team and one that works hard to design highly customised, creative solutions.

We work collaboratively with our clients and make sure they're a part of the design process every step of the way. Whether you're looking to advance your own leadership career, inspire your team or motivate an entire organisation – we can get you there.

Our Offer should make it pretty clear that we have a 'no fuss' approach. No hidden extras, no nasty surprises, no shortcuts on quality. The solutions we design must be the right fit for our clients and we make that our priority. We work to your budget, maximising its value – whether big or small. We listen to what you need and deliver. And you'll be right there alongside us.

We're self-professed life-long learners, so we really get the learning experience. We're not bureaucrats making rules about how learning should look, and we're not out of touch with tools, trends and tips. In the course of our careers, we've figured out what kind of learning does and doesn't work – handling some pretty tough audiences.

So, we keep it real.

And put the learner first.



“we customise solutions to engage **your team** in personal and professional growth”

MEET THE TEAM

Meeting and getting to know the team working on your project is important to us. Why? Because it means we're better able to understand your needs and do great things together.

You can get to know the leadership team a little better by checking out our LinkedIn profiles. We also have an excellent network of contractors and consultants that we engage for our projects.

▶ **Ben Roulston**
CEO & Head of Client Relationships
ben@brg.net.au

Check out Ben's LinkedIn profile [here...](#)

▶ **Leanne Roulston**
Head of Education
leanne@brg.net.au

Check out Leanne's LinkedIn profile [here...](#)

▶ **Tara Ridsdale**
Head of Production
tara@brg.net.au

Check out Tara's LinkedIn profile [here...](#)

▶ **Michelle Brown**
Head of Operations
michelle@brg.net.au

Check out Michelle's LinkedIn profile [here...](#)



CONTACT US

BRG is a Melbourne based business but that doesn't mean you have to be here too. We're skilled in the art of remote working, phone conferences and Google Hangout but if you are local we're happy to meet for a chat. We'd also be prepared to travel for the right project.

To hear more about what we do, give Ben (our Head of Client Relationships) a call on **0433 197 225** or drop him a line at ben@brg.net.au

Or, if you haven't already, check out our website...

brg.net.au



OUR ACHIEVEMENTS

We work with clients across the corporate sector and in higher education on a range of projects – drawing on our ability to design, develop and facilitate effective learning.

We are able to customise learning experiences – making them both engaging and meaningful – with our knowledge of education and eLearning. In our former lives, we helped to establish an innovative start-up specialising in 'the student experience'. Learoy is working to engage the VET sector with cutting-edge, online learning.

Check out these samples and those on our [website](#) to see what we were a part of creating...

HERE'S SOME OF WHAT WE'VE DONE

2000s: The Future of work

Timeline trends:

- 2000: Greater flexibility
- 2001: Employee self-direction
- 2002: Employee autonomy
- 2003: Greater diversity
- 2004: Greater work-life balance
- 2005: Greater work-life balance
- 2006: Greater work-life balance
- 2007: Greater work-life balance
- 2008: Greater work-life balance
- 2009: Greater work-life balance
- 2010: Greater work-life balance
- 2011: Greater work-life balance
- 2012: Greater work-life balance
- 2013: Greater work-life balance
- 2014: Greater work-life balance
- 2015: Greater work-life balance

HOW NEWBIES DESCRIBE...

A POSITIVE ONBOARDING EXPERIENCE VS A NEGATIVE ONBOARDING EXPERIENCE

Positive experience includes: Clear communication, Supportive colleagues, Inclusive environment, etc.

Negative experience includes: Lack of communication, Unwelcoming colleagues, Exclusion, etc.

IN THE REAL WORLD

IKEA AUSTRALIA: ASSEMBLE YOUR FUTURE

SO, YOU'VE JUST VISITED IKEA FOR THAT NEW COFFEE TABLE, CUSHIONS, PHOTO FRAMES, RANDOM ORNAMENT AND, MUCH TO YOUR PARTNER'S DISMAY, A NEW SLEEK AND SOPHISTICATED BUFFET.

IN THE REAL WORLD

CAREER

WHAT'S THEIR CAREER INSIGHTS? HAND ON A MINUTE, IKEA'S RECRUITING! YOUR WHOLE FAMILY LIVES IKEA. YOU'LL DECISIVELY TELL YOUR COUSIN ABOUT THIS QM, AND YOUR FRIENDS FROM WHI YOU KNOW THEY'RE LOOKING FOR JOBS AND THIS WOULD SUIT THEM, TOW A TEE.

Top 10 Why exceed customers' expectations? What's in it for me?

1. Inspires feelings of gratitude
2. Encourages customers to refer
3. Customers spread word of mouth
4. Creates free marketing both on and offline
5. Recommendations - people tell their friends
6. Complainers less hostile because of great service
7. Helps to minimize damage from complaints
8. Defects positively on the brand
9. People believe in the brand promise
10. Increases profits

YOUR EMPLOYER BRAND ONLINE: SOME STATS

When researching a company using social media, professionals indicated they primarily look for:

- Company's reputation
- Company's culture
- Company's values
- Company's diversity
- Company's social media presence

WORKING IN PARTNERSHIP

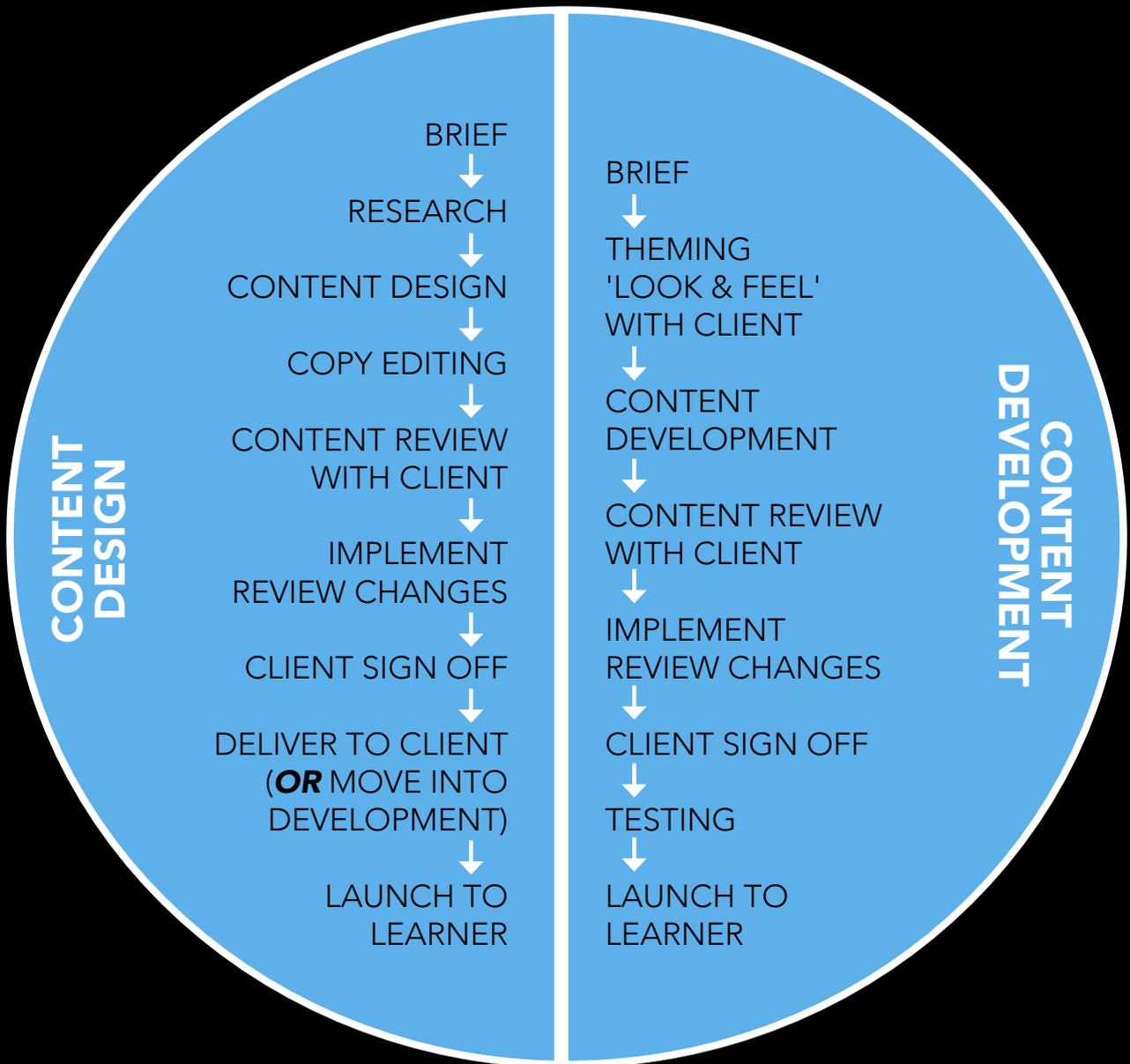
We have the following guiding principles for partnerships we create – to ensure we can deliver on your expectations:

- **Know each other**
We take the time to get to know you and your business; we believe deep connections will enable great work.
- **Value exchange**
We will work to increase the value of our relationship with feedback, knowledge, trends – we like to share it all.
- **In the loop**
We will always keep you up to date with what is happening. There's always full transparency. If we're behind, you will know. If we're nailing it, you will know.
- **One team, your dream**
We believe in the power of working together as one team to realise your dream. We're all in this together and working towards the same outcome.
- **Playing win-win**
We will always look to take responsibility for the role that we play in our partnership, we like to play win-win.
- **Solutions, always**
We don't like to waste your time on problems – from us you will always hear more about possible solutions.

WHAT WE DO

Our Process How we work in our content design and development phases.....	8
Content Design Working with organisations to write new or update existing content	9
Content Development Developing an organisation's content for visual appeal.....	10
Facilitation Custom-designed or BRG 'off-the-shelf' workshops	11
Strategic Planning Digital Learning strategy or Learning & Development strategy.....	12
Diagnostics 360 degree surveys, personality testing and behavioural profiling	13
Short Courses on 'How to create eLearning' Become an eLearning expert	14

OUR PROCESS



CONTENT DESIGN

How can we help you with content design?

Working with your organisation, we can streamline or update your existing content to meet the needs of today's learners. We'll introduce interesting case studies, great examples, videos and quality research – adding meaning and value to the learning experience. Yes, we'll probably add some inspirational quotes too. (And we might even throw in some challenging questions to get you thinking.) We can also work with you to create customised learning content from the ground up.

Target audience

Organisations that want content with a real-world, practical feel. In other words, less theory, more action!

Why use us for content design?

We have both a well-researched and experiential knowledge to back up our approach to content design. Using us means you will have better business outcomes, highly engaged learners and a modern look and feel to learning.

The design process

1. Initial meeting to design outcomes for the project
2. Present project scope, volume of content, ideas and topics to writer
3. Writing, reworking and reshaping of content
4. Review by all stakeholders. You, us, everyone involved!
5. Hand over to you (or move into content development)

What we bring...

- We're up to date with the latest research and forward-thinking trends
- We've a great bank of curated and in-house videos and podcasts
- We can inspire with a mix of words and beautiful images
- We're full of engaging, real world case studies and examples
- Our aspirational tone makes learners want to learn

Cost

1-Day Face-to-Face Workshop

Session plan, PowerPoint slides and workbook.....\$2,900*

Design for Online

Research, writing and storyboarding of 30 minutes of content.....\$5,500*

Research and writing of 30 page eBook.....\$5,500*

*Cost based on standard practice. If outside of standard practice, cost will be based on scope of works.

CONTENT DEVELOPMENT

How can we help you with Content Development?

We take your existing content, or the content design you've engaged us to do, and then make it look amazing! Videos, graphics, interactive components – whatever it needs to make sure the message hits home, we can get it there.

Target audience

Organisations that want to rebrand their content with a fresh look and feel.
Or organisations that have engaged us for content design and want to take things a bit further.

Why use us for Content Development?

We know quite a bit about what's out there and the tools that help to make learning work. And we've tested learners to see what they want online and offline. We also know how to 'get savvy' to find the most cost-effective solution, so you can get the best bang for your buck!

The development process

1. Initial meeting to design outcomes for the project
2. Conduct project scope, content review and select best methods
3. Developing, testing and recording of all content
4. Review by all stakeholders. You, us, everyone involved!
5. Hand over to you to host on your LMS, and a final test

Some things to think about...

- Statistically, retention of learning increases by 20% when video is used
- Podcasts make learning easily accessible and are great on the go
- We'll happily link to experts to enrich learning further
- We believe in the power of interactive, scenario-based learning
- A mix of aspirational words and beautiful images inspires learning – we call this the Educational Experience (Words) + User Experience (Method) = Learning Experience or LX

Cost

Depends on the project but here's a bit of an idea...

Shooting & editing of 10 videos\$3,500*
(Average 4 minutes in length)

30 slides of content with words, graphics but no interactivity\$3,000*
(About 20 minutes of learning)

30 slides of content with words, graphics and interactivity\$5,500*
(About 30 minutes of learning)

*Cost based on standard practice. If outside of standard practice, cost will be based on scope of works.

FACILITATION

Need a workshop facilitated?

Looking for a workshop that challenges your employees to think differently? Are you introducing change and need help getting the team on board? Want to inspire your organisation or increase workplace morale? We can make workshops and team sessions that bit easier on you by taking care of all the details.

Our facilitation expertise includes:

- Leadership
- Organisational Culture
- Customer Experience
- Talent management
- Succession planning
- Diversity and Inclusion
- Emotional Intelligence
- Growth and Innovation

Total number of sessions facilitated by the BRG team: 1215

(At January 2016)

Need something a bit more 'high level'?

Ben has also delivered Keynote Addresses on Education Trends, Organisational Culture, Leadership – for the future, and Customer Experience. His largest audience was made up of 900 participants at a Customer Experience Conference in 2014.

Cost

\$2,400 gets you one day including workshop brief, facilitation and de-brief.



STRATEGY

How can we help you with Strategy?

We love collaborating with innovative organisations on Learning & Development strategy – whether it is online or off, we'll work hard to find the right solution.

Who we work with

We're ready to partner with organisations who are thinking about the future and who don't want to do things 'the way they've always been done'. We want to work with those who believe an investment in their team's development will deliver the results of the future.

Why work with us?

We offer a fresh perspective, can identify trends and talk on topics at the forefront of both educational and corporate culture.

How we go about it?

While we know getting everyone on board and finding agreement is not always easy, this is how we'd go about it in an ideal world...

1. Jump in a room with a whiteboard and hash out ideas
2. Collaborate, debate, ideate, think blue sky and then get real
3. Pinpoint the priorities and nail the numbers to support it
4. Draft the agreed strategy, circulate, gain buy-in
5. Publish and roll out...

Cost

\$3,500 a day including strategy publishing and stakeholder meetings

The total cost will depend on the amount of days required



DIAGNOSTICS

Why a diagnostic?

A diagnostic can help leaders and teams increase their self-awareness and social skills. Combining this data with self-reflection and coaching makes for some robust conversations about current performance and future potential.

Target audience

Help team members get to know themselves a little better by using strengths-finder, behaviour and personality diagnostics. 360-degree feedback analysis would suit leaders who want to assess the impact of their leadership style, and who might want to make positive changes.

The diagnostic process

1. Initial meeting to design outcomes for the project
2. Creation & administration of the diagnostic tool
3. Deployment of the diagnostic tool to participants
4. Receiving of results, review and preparation for coaching session
5. 1:1 coaching session with each participant
6. Two hour group-based debrief with team to discuss common themes

Tools we use

- 360 degree feedback
- Strengths-finder – strength mapping
- DISC – behaviour profiling
- Insights – personality profiling
- Myers Briggs – personality profiling

Cost

Profile only.....	\$250
Profile + coaching	\$450
Profile + coaching + group debrief.....	\$600



SHORT COURSES ON 'HOW TO CREATE ELEARNING'

Become an expert in eLearning

As workplaces look to flexible ways to deliver Learning and Development to their teams, online learning is becoming an increasingly popular method. It enables workplace learning to be delivered at times that make sense, so that productivity is never compromised. Whether you want to build your own knowledge to initiate eLearning projects or share this knowledge with your team to roll out quality projects together, our short courses take you through each of the four stages:

1. From ideation to brief

In this course we cover the following, so you can feel confident in your project and your ability to gain buy-in from stakeholders:

- Building blocks of an eLearning strategy
- What needs to be in the briefing document
- Making decisions to establish a scope of works
- eLearning trends and needs of modern learners
- Models and tools for learner engagement
- Copyright, intellectual property laws and ethics
- Effective collaboration in the reporting process

2. From brief to design

In this course we cover the following, so that you can feel confident in designing your course and capturing your audience's attention:

- Applying agile principles to project management
- Understanding technical terms
- Breaking down high level concepts into manageable chunks
- Sorting information into hierarchies for a smooth user experience
- Applying action mapping and brainstorming
- Understanding Bloom's taxonomy and lower versus higher order thinking
- Identifying reviewing methods and knowing how to implement feedback

3. From design to development

In this course we cover the following, so that you can feel confident in your ability to match the requirements of the learning and audience to the right technologies:

- Engaging with graphic designers and tech teams
- Options for outsourcing development
- Tools for collections of graphics, fonts and music
- Tools for ensuring quality and safeguarding eLearning content
- Working collaboratively as a development team
- Planning for a smooth development cycle
- Guidance on following tech specifications and storyboards

4. From development to launch

In this course we cover the following, so that you can feel confident in your ability to test, iterate and ensure the eLearning functions as expected:

- Review developed eLearning to ensure it has met specifications
- Test and iterate if developed eLearning fails to pass required tests
- Solicit feedback from target audience on quality of learning
- Apply User Acceptance Testing to review performance on platform
- Use analytics to test eg. volume and level of interaction of users
- Debrief and record 'lessons learned' for future eLearning projects

Want to know more?

See our website to sign up to our eLearning short courses.

Or contact Ben to talk about group offers on short courses. Ben is also available to work as a consultant or facilitator on building quality eLearning for your business.

“ THE BRG **VISION** using the power of education to make social change ”