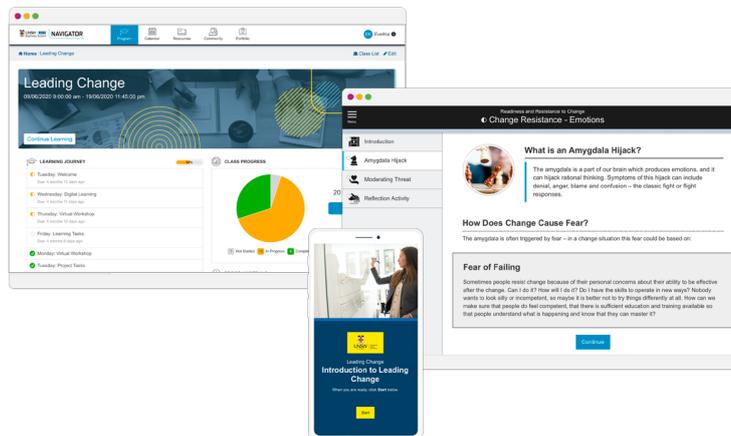


Success Story



Virtual Courses Suite



ACADEMY

-  Learning co-design
-  Adaptive Learning
-  Micro-credentials

Summary:

AGSM@UNSW Business school and Guroo Producer have partnered to create and deliver **a suite of 14 micro-credentialed programs utilising blended and adaptive learning approach, delivered virtually with the facilitation personalised through learner insights** provided by the Guroo Academy portal.

The programs were a success with 250 new learners enrolled per month, 4.5 star learner experience and an over 90 NPS score.

"I was initially sceptical about how effective an online presentation program could be, but the design of this program and the virtual interaction shared communication techniques and enabled me to practice them. I've seen immediate results, a boost in my confidence, and a better understanding of how to create meaningful impact."

Klaus Kunschert
Tissue Segment Manager, BTG Group



Background:

AGSM@UNSW Business school is an acclaimed Executive Education provider. They deliver the latest in management thinking and aim to equip the leaders of today with the capabilities, skills and confidence to make an impact.

With the increase in remote learning, difficulties in delivering face-to-face programs in the current environment and a need for leaders able to address challenging times, there was a need for practice-oriented, short and sharp programs with flexible delivery modes. **AGSM has partnered with Guroo Producer to co-design a series of virtual short programs to prepare the leaders to the challenges of today.**

Together, AGSM and Guroo Producer embarked on a journey to create a **truly blended, interactive experience** for program participants. The virtual programs would be delivered through **AGSM Navigator**, AGSM's private version of the **Guroo Academy** learning portal.

Problem:

AGSM and Guroo Producer have ventured together to create programs in a new virtual format, with learners needing to **upskill fast** and apply the skills back on their job.

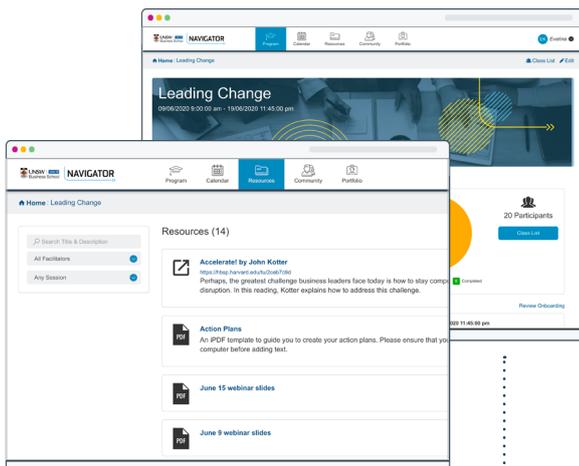
With the face-to-face programs becoming unavailable almost overnight, AGSM had to pivot quickly. Together, AGSM and Guroo Producer have managed to **deliver the new virtual micro-credentialed programs sixty-five times in four months, with a new program coming out every four weeks.**



The virtual programs suite encompasses the **fundamental and advanced skills of a future leader.** It includes the programs on Accelerating Innovation in Your Organisation, Leading an Organisation Through Dynamic Environments, Leading with Resilience, Accelerating Digital Adoption, Implementing Strategy for Results, Leading Change, Operational Risk Management and others.

Solution:

The resulting suite of virtual programs was **developed based on market research** evaluating the levels of interest in the topic areas, allowing AGSM to **focus on the most relevant set of leadership and management programs.**



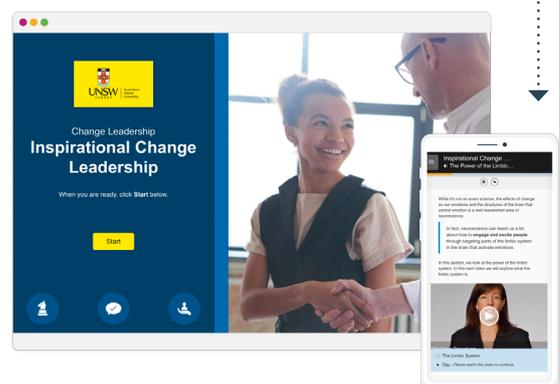
In order to provide learners with the best possible experience, a private portal was set up based on the Guroo Academy – **AGSM Navigator**. The portal supports the delivery of experiential learning and learning transfer as well as micro-credentials.

The digital modules for the programs were created using the **PRODUCER design and authoring tool**. Guroo Producer worked with AGSM's subject matter experts to curate digital learning modules and create a blended learning experience, utilising the adaptive learning techniques.

Learners got access to the AGSM Navigator (Academy) prior to the program to access pre-work and complete required and optional assessments. **Throughout the program, learner data was collated and presented back to facilitators on the portal to personalise their virtual workshops.**

The learners had access to their portfolio, which they could later showcase in their respective companies. The programs also awarded a micro-credential on completion of all the required tasks and projects and virtual session attendance.

The programs were available to a broad audience through the AGSM website or to corporate and government institutions, in which case a private program was curated for them based on the virtual courses to be delivered exclusively to the organisation.



Goals and Objectives:



Leadership training:

- Create a suite of programs encompassing a range of leadership topics that would resonate in the current environment and beyond to generate demand in the market.
- Experiential, interactive training that is action-learning based and can be transferred into practice.
- Create practical programs that help learners grow in their role, solve challenges in the workplace or take on a new opportunity.



Delivery and course requirements:

- A scalable and repeatable delivery model, which would work for both B2B and B2C clients.
- Blended programs utilising digital learning as well as virtual workshops and webinars.
- Accessible data insights into the learners' progress.
- Reflective questions integrated into the learning journey.



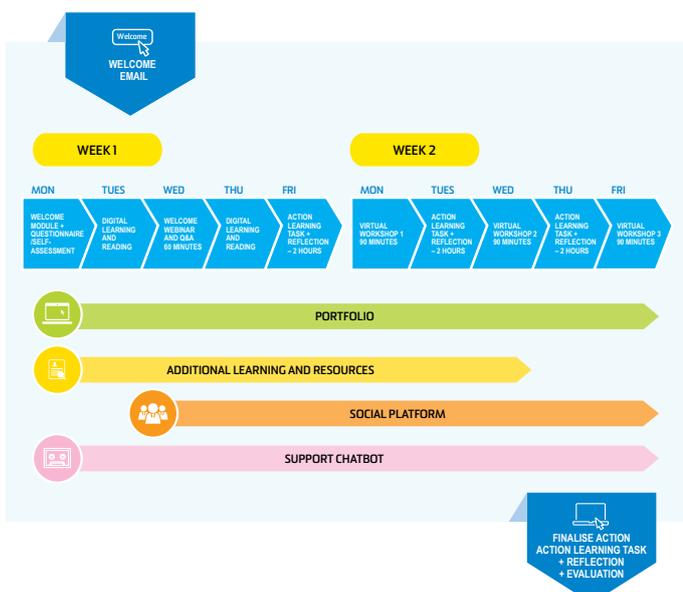
Learning portal requirements:

- Portal access for the AGSM delivery team to be able to change the program component on the go, add resources and solve technical queries.
- Ability to host the interactive learning journey components and collect participant data, including but not limited to, profile information, contact details, etc.
- Provide assessment and attendance tracking capabilities, including issuing a micro-credential through the portal.
- Support chatbot availability to provide assistance to program participants.

"The AGSM Operational Risk in Financial Services Program has helped me to link together existing knowledge and experience of risk management in a really strategic way. The onboarding was excellent and the format of the online delivery provided great opportunities for discussion, networking, reflection of content covered and application of the content to real world FS scenarios. Thanks to James and the team for a great 2 weeks."

Sarah Whittington

Manager, MinterEllison Consulting



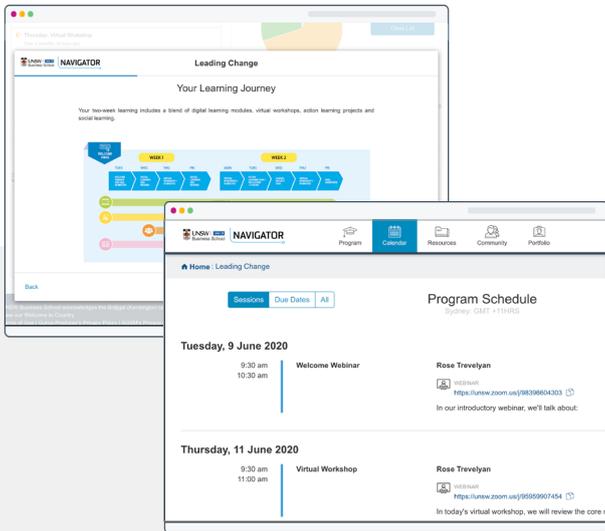
The Learning Journey:

A new **two-week learning journey** ("learning sprints") was developed for the virtual programs, proving to be the **optimal delivery time to maximise results** and still keep the courses practical and interactive.

The fully integrated learning journey included **digital learning, webinars and digital workshops, social learning, action learning projects and coaching** that helped transfer learning into practice, solve challenges at a workplace or upskill and reskill the learners.

Throughout the programs, the facilitators and coordinators had a way to communicate to program participants and share updates and resources through the platform as needed.

Guroo Academy integrated with the tools the learners were already using, i.e. calendars, WhatsApp, etc., which made for a **seamless learner experience**.



"The AGSM Leading Change Virtual Short Program has equipped me with the knowledge, tools and methodologies to drive and manage change in varied environments and in different capacities.

The online, blended learning mode of delivery comprised of multiple platforms and interactive features delivered through an expert team focused on support, encouragement and considering each individual's situation."

Matthew Hickman
City Holdings

Results:

The virtual programs designed and delivered within the partnership have **received great feedback**, both from participants and from the delivery coordinators at AGSM from the course setup point of view.

The portal has **received high praise from the users with 96% of learners advising they would recommend the course to a colleague**. Most of the users found the portal **easy to use and accessible**, and the program content well-presented, which resulted in high engagement and completion rates.

An incredible effort of **designing and delivering 14 leadership programs and 14 micro-credentials** in a short time frame of just a few months resulted in a comprehensive suite of programs that are being delivered and **generating revenue to this day**. The success of the virtual programs delivered to the general public has also resulted in significant interest in the private delivery of virtual programs for the corporate and government sector.



Over 90 NPS



4.5 Star Learner Experience



New Programs every 4 weeks



65 Programs delivered in 4 months



250 new learners per month

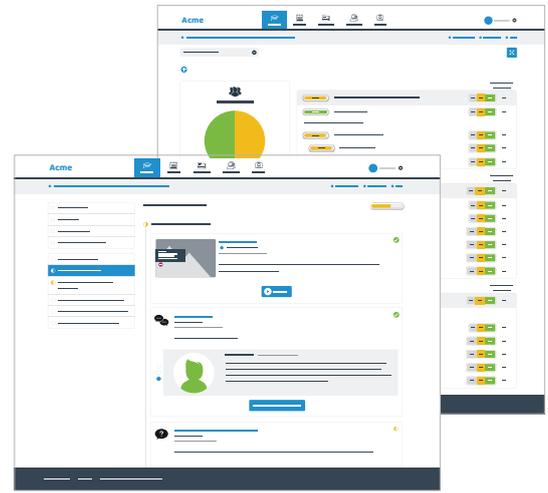


Open B2C programs

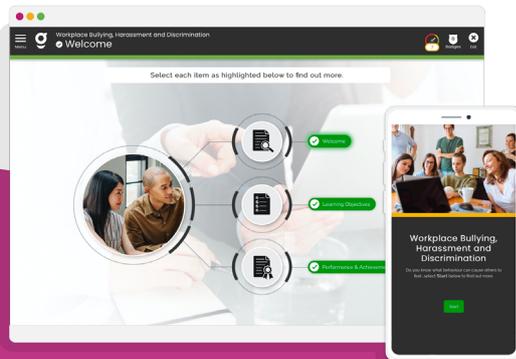


B2B Programs

At Guroo Producer™ we are dedicated to placing **immersive, personalised and adaptive learning journeys** within reach of all organisations from start-ups to world-leading companies and universities. Working across Corporate Learning and Development, Executive Education and Higher Education, we have developed a **learner-centred** approach that is **experiential, engaging and educational**.



Guroo Academy is a **next generation learning platform** that transfers learning into workplace outcomes. Utilising action learning journeys that include **goal setting, adaptive learning, facilitation, data-driven coaching, collaborative social learning** and **work integrated tasks**, Academy ensures learning translates to performance.



Guroo Academy is perfect for businesses and educators wanting to deliver **work-integrated learning initiatives** and **micro-credentials** that are focused on building strategic organisational capability.

At Guroo Producer™, we believe customer relationships are paramount to producing transformative learning experiences. We understand that **different projects require different partnership models**, that's why we have built a collaborative and agile learning design platform, and a learning services team to support you when you need it. On each project you can choose if you want to completely outsource, collaboratively co-design, or DIY using our platform.

Guroo Producer™ is a team of diverse individuals with expertise across multiple disciplines from design, animation and video production to technological development. Having received several industry awards in acknowledgment of our work and dedication to the production of innovative project designs, we find true fulfilment in the success stories and testimonials of our many satisfied customers.

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