



The Art of
LEARNING DESIGN

Welcome to
The Art of Learning Design™

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Learning that fits real life.™

Welcome

Welcome aboard. You're here because training at your organization should be doing more than it is — and together, we're going to fix that.

Most teams I meet aren't short on effort. They have slide decks, binders, shared drives and a few people who "just know how things work." What they're missing is a system: training that mirrors the real workflow, gets new people productive faster, and holds up when the process changes.

That's what we'll build. This guide explains how I work, what to expect at each stage, and what I'll need from you. The workbook pages ask you to think about your team before we meet, so our first sessions go straight to the work that matters.

I'm glad you're here.

Anita D. Jones, M.Ed

Founder & Chief Learning Strategist, The Art of Learning Design™

About The Art of Learning Design™



We help companies review and develop their training systems to increase performance and productivity — designing training from the reality of how work actually happens, not from a conference room.

Our tagline says it simply:

Learning that fits real life.™



Meet Your Learning Strategist



Anita D. Jones, M.Ed

FOUNDER & CHIEF LEARNING STRATEGIST

Anita D. Jones, M.Ed, has spent 15+ years building workflow-aligned training systems. She has worked inside the systems and daily workflows most consultants only read about: loan origination platforms, exception queues, compliance checkpoints, and the judgment calls generic training skips.

CORE PHILOSOPHY

"She founded The Art of Learning Design™ on one belief: training should support real performance, not just create the appearance of learning."

Who We Work With



Real Estate

Inconsistent agent onboarding; transaction steps learned by trial and error

Mortgage & Financial Services

Long ramp time for processors and underwriters; costly file errors

Fintech

Fast product changes that outpace training content

Healthcare Operations

Compliance-heavy workflows; high turnover in front-line roles

Operations-Heavy Teams

Tribal knowledge held by a few people; SOPs that don't match reality

What Makes Our Approach Different



Workflow first

We map the real job — including the exceptions — before writing a single slide.

Performance over completion

Success means people can do the work, not that they clicked "finish."

Built to last

Every program comes with job aids, SOPs, and a plan to keep content current.

Human, not jargon

Clear language your team will actually use.

Mission, Vision & Core Beliefs



OUR MISSION

To transform scattered, content-heavy training into workflow-aligned learning systems that shorten ramp time, reduce errors, and help people do their best work with confidence.

OUR VISION

A workplace where every employee learns the job the way the job is actually done — where training makes work easier, faster, and smarter, and no organization depends on one person's memory to keep running.

What we believe

1. Training is a business lever, not an HR checkbox.

It should move a number leaders care about.

2. The workflow is the curriculum.

If it isn't how the work really happens, it isn't worth teaching.

3. Exceptions deserve training too.

The happy path is easy; mistakes happen at the edges.

4. Knowledge shouldn't live in one head.

Tribal knowledge is a risk until it's captured and shared.

5. Measure performance, not attendance.

Completion rates tell you who showed up, not who can do the job.

6. Simple scales.

Clear, repeatable systems outlast impressive one-time events.

Why Effective Learning & Development Matters

Effective L&D turns training from a cost into a performance system: people ramp faster, make fewer errors, and stop relying on a few experts to answer every question.

Ineffective training rarely shows up as a line item. It hides in rework, repeat questions, slow ramp time, and turnover. The table below shows where those hidden costs live — and what changes when training is built around the real workflow.

Business area	Cost of ineffective training	What effective L&D delivers	How we measure it
Ramp time	New hires take months to work independently	A clear path to proficiency with checkpoints	Days to independent work
Accuracy	Errors, rework, compliance findings	Consistent execution, including exceptions	Error and rework rates
Manager time	Leaders answer the same questions all day	Job aids and SOPs people use on their own	Repeat questions per week
Knowledge risk	One departure disrupts operations	Captured, shared, maintained know-how	Roles with documented workflows
Retention	New hires leave feeling unprepared	Confident employees who see a path forward	90-day retention
Customer experience	Inconsistent service person to person	The same quality every time	Customer feedback, escalations
Scalability	Growth stalls on manager bandwidth	Onboarding that works for cohort 1 and cohort 20	Hires onboarded per trainer

The Benefits



FOR LEADERS

Predictable performance, lower risk, and time back to lead instead of re-explain.

FOR MANAGERS

Fewer interruptions and a shared standard for what "good" looks like.

FOR EMPLOYEES

Confidence on day one, clear expectations, and tools to find answers without guessing.

FOR CUSTOMERS

A consistent experience no matter who picks up the phone.

The Art of Learning Design Method™

A six-phase framework that aligns every learning system to workflow, performance, and measurable business impact.

Each phase ends with a review checkpoint, and Optimize feeds straight back into Diagnose as your business changes.



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Phase	What happens	What you'll see	Your role
1. Diagnose	Identify business goals, analyze workflow pain points, and confirm whether the issue is training, process, or system-related	Findings summary and a clear, measurable need	Share goals, data, and access to the people doing the work
2. Design	Map the actual workflow and write learning objectives that mirror real tasks, for new and experienced learners	Workflow map, objectives, and course blueprint	Confirm the workflow is accurate; approve the blueprint
3. Build	Develop blended content, job aids, and system simulations using the Do → Check → Verify model	Draft modules, job aids, SOPs, and assessments	Review drafts within the agreed window
4. Deploy	Pilot, refine, and launch with facilitator kits and learner feedback loops	Pilot results, facilitator kit, launch plan	Provide a pilot group; champion the launch
5. Measure	Track accuracy, time-to-proficiency, and retention — performance, not completion rates	Results report tied to your baseline	Share post-launch performance data
6. Optimize	Review outcomes and feedback; retire what's outdated, streamline what works	Updated content and a maintenance plan	Flag business changes as they happen

The Training Bottleneck Audit

The Training Bottleneck Audit finds where training is quietly costing you time and money, across four Hidden Leverage Points™: Time, Skill, Process, and Onboarding.

Take the full interactive version at **bottleneck-audit.netlify.app**.

Leverage point	The question behind it	What it reveals
Time	Which question do you answer 20 times a day?	A training automation target
Skill	Which one person seems to know everything?	Knowledge that needs to be captured
Process	Where does your SOP break down in real life?	Your first training module
Onboarding	How long before a new hire works independently?	Your baseline to beat

How Can We Work Together

Every engagement follows the same path, from a free 15-minute Leverage Scan to a training system your team owns and can keep current.



01 Leverage Scan (free, 15 min)

A quick conversation to see whether training is the right lever for your problem.

02 Proposal & agreement

A clear scope, deliverables, timeline, and investment — no surprises.

03 Kickoff

We review your workbook, confirm goals and success measures, and meet key stakeholders.

04 Method in action

We move through Diagnose, Design, Build, Deploy, Measure, and Optimize, with a review checkpoint at each phase.

05 Handoff

You receive every source file, plus guidance on maintaining and updating content.

06 Ongoing support (optional)

Advisory or retainer support as your business grows and changes.

Who Does What

Role	Responsibilities
Learning strategist (Anita)	Leads the method, designs and builds deliverables, runs reviews, reports progress
Project sponsor (you)	Sets goals, makes final decisions, removes roadblocks, approves each phase
Subject matter experts	Walk us through the real workflow; review content for accuracy
Pilot learners	Test the training and share honest feedback before launch

How we'll stay connected

- **Weekly status update** by email: what's done, what's next, what I need from you.
- **Shared project hub** where every deliverable, decision, and meeting note lives.
- **Review windows:** feedback on drafts is due within 3 business days to keep the timeline on track.
- **Revisions:** each deliverable includes two rounds of revisions; changes beyond scope are discussed before work begins.
- **Response time:** messages answered within one business day.

Services

Every service is built on The Art of Learning Design Method™ and can stand alone or combine into a full engagement.

Service	What you get	Best for	Investment
Learning Ecosystem Audit	A full review of current training, workflows, and gaps, with a prioritized action plan	Knowing where to start	From \$3,500
Onboarding & Training Redesign	Rebuilt onboarding path, modules, job aids, and competency checkpoints	Slow ramp time; inconsistent new-hire performance	\$7,500–\$25,000+
Curriculum Architecture & SOP Design	Structured curriculum, role-based learning paths, and SOPs that match real work	Scattered content; outdated procedures	Custom-scoped
Implementation & Enablement Support	Pilot, launch, facilitator kits, and train-the-trainer support	Getting a new program adopted	Included or standalone
Advisory & Retainer Services	Ongoing strategy, content updates, and a learning partner on call	Growing or changing teams	Custom retainer

Typical Deliverables

High-impact, workflow-aligned learning assets tailored to your team.



01. Onboarding Packets

Welcome guides and onboarding packets

02. Onboarding Roadmaps

30-60-90 day onboarding roadmaps

03. Process Maps

SOPs and process maps

04. Quick References

Job aids and quick reference guides

05. Facilitator Kits

Slide decks with facilitator and participant guides

06. Interactive Learning

eLearning modules and system simulations

07. Analytics & Checkpoints

Competency assessments and measurement dashboards

Glossary

Term	What it means
Workflow-aligned training	Training built from the steps, tools, and decisions of the real job
Happy path	How a process runs when nothing goes wrong
Exception handling	What to do when a process doesn't follow the happy path
Tribal knowledge	Know-how that lives in people's heads, not in writing
Ramp time	How long it takes a new hire to work independently
Time-to-proficiency	How long it takes to perform a task at the expected standard
Job aid	A quick reference used on the job: checklist, flowchart, cheat sheet
SOP	Standard operating procedure: the documented way a process is done
Hidden Leverage Points™	The four areas where training quietly costs time and money: Time, Skill, Process, Onboarding
Do → Check → Verify	Our build model: learners do the task, check their work, and verify it meets the standard

Let's Talk

Anita D. Jones, M.Ed

Founder & Chief Learning Strategist, The Art of Learning Design™ LLC

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Not a client yet? Book a free 15-minute Leverage Scan, or take the Training Bottleneck Audit at bottleneck-audit.netlify.app.

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