


# Turnkey Model



# Introduction

STAM Interactive Solutions, a comprehensive learning solutions provider offers a brand new and comprehensive engagement model to manage your learning needs from start to finish. We call this the "Turnkey Engagement Model". Under this model, STAM Interactive offers to provide end to end solution kit to address your complete learning needs. This engagement model is a perfect solution for varied industry verticals

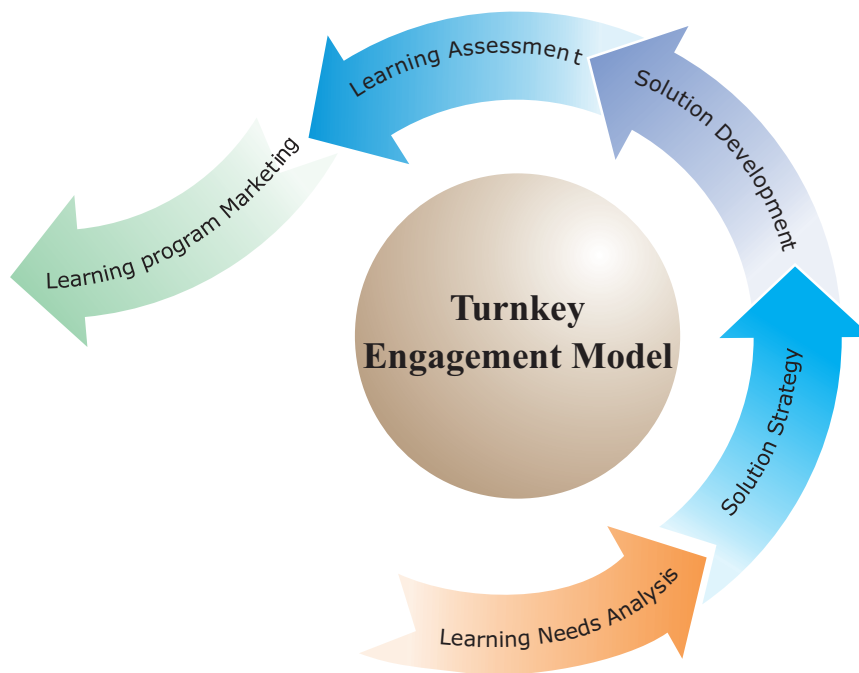
## Highlights of the Turnkey Model

- Ownership driven engagement model
  - Exhaustive Learning Need Analysis and Preparation of Project Plan
  - Cost Effective Offshore project execution
  - Comprehensive LMS Solutions for measurability of results
  - Special Marketing Program for improving the response to the learning program
  - Direct Supervision of Delivery Head
  - Report Generation and Analysis of learning outcomes
  - Translation to multiple languages for global audience
  - Extensive Certification programs
- 

## Key Applications of the Turnkey Model

- Comprehensive learning programs for multiple make and models of products
- Exhaustive learning tutorials for multiple releases of software applications
- Learning programs of simplex and complex technology processes
- Online courses for technology concepts
- Tutorials for service and after sales support procedures
- Development and Managing of sales demos, website demos, product demos and corporate demos

The Turnkey Engagement Model will be executed in the following phases



## Learning Need Analysis

In this phase, the learning experts' team from STAM will conduct a thorough learning need analysis which will involve the following activities. The outcomes of this phase will be used in developing the learning objectives.

### Subject Analysis

STAM will perform a thorough analysis of the subject for which the learning program needs to be developed. The subject could be a product, software application, technology concept, compliance process or service procedure. Upon detailed analysis of the subject, STAM will submit a detailed execution plan with appropriate recommendations in terms of the Solution strategy to be deployed. Our research proves that the method of delivery needs to vary depending on the complexity of the subject. STAM will extensively leverage the findings of research to provide a comprehensive learning solution whilst ensuring optimal utilization of financial and non financial resources.

### Stakeholder Analysis

Learning programs are best successful when they effectively cater to the learning needs of various stakeholders. STAM will conduct a detailed analysis of the various stakeholders to formulate the right solution strategy. The solution will be developed to address to various stakeholders such as End users, Product Managers, Installers, Operators, Technical Personnel, Support Staff, Sales Personnel, Application Architects, and User experience professionals and so on. STAM will design and develop a dedicated solution for each group of the stakeholders. However the value addition that STAM will provide is to analyze the common elements within the different groups and improve the reusability factor during the development and production cycle. This analysis will ensure that your investments in the learning programs are reduced considerably.

## Phases of Development

### Learning Need Analysis

#### Audience Analysis

STAM will conduct a detailed analysis of the audience. The knowledge levels, aptitude, demographics, time to be spent on learning will be taken into account. Upon understanding the needs of the audience, the experts' team of STAM will prepare a comprehensive report of the same and share it with the project coordinators.

#### Behavior Analysis

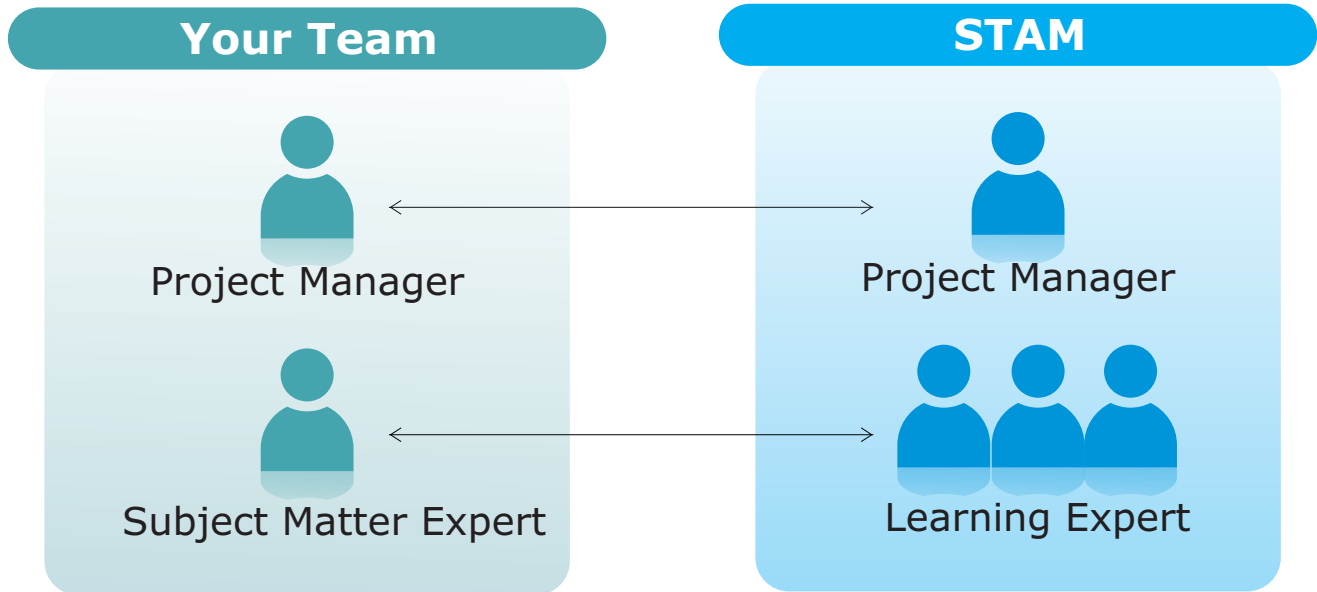
STAM understands from its experience that a learning exercise is best effective when the audience is able to demonstrate a positive change in the behavior after the completion of the learning process. The desired change in the behavior needs to be in line with the targeted objectives of the learning exercise. The behavior analysis is a useful tool to understand the methodology to be followed for effective delivery of the learning program.

#### Condition Analysis

Condition Analysis forms the other important activity of the learning needs analysis. The learner is expected to demonstrate / apply his learning at appropriate instance whilst on job. The condition analysis is a useful activity to determine all the possible related instances where the learning needs to get applied. STAM will prepare a detailed document covering all the possible instances and the expected application at that instance.

#### Degree Analysis

The determination of Degree is an activity to determine the extent to which the learning helps the learner performs better on job. STAM will conduct a thorough analysis of your current learning programs and determine the degree of the learning process. STAM will then identify the metrics to determine the degree of the learning program to be developed and share the same with your team. This helps the Learning managers to understand the effectiveness of the learning program and incorporate



Upon completion of the Learning Need Analysis Phase STAM will share a detailed analysis document with appropriate recommendations with respect to solution strategy and assessments.

The outcomes of the Learning Analysis phases will form the basis for devising a comprehensive solution strategy. In this phase, STAM will analyze the current literature to finalize on the learning strategy. STAM will adopt the various Industry standard learning strategies. A partial list of the same is given below

### Instructor Led Learning

Our research tells us that some of the learning programs are most effective when done in a classroom scenario. ILT programs are most effective when the learners are expected to interact with the instructor. This could be a very useful approach when the learners are expected to solve numerically. Here the instructor will have the opportunity to teach and test the learners on a person to person basis.

### Blended Learning

In a blended learning scenario the trainer deploys certain training aids such as PowerPoint presentations. It is possible to have an audio narration to the slides and synchronize the same. This will be helpful when the learner wants to review the material at a later point of time. Another emerging trend is to record the video of the classroom training and make it available to the learners to watch the same. This kind of an approach is useful when the training time is less and the learner wants to refer back to the training sessions at a later point of time.

## Online Learning

Online Learning has two facets to it

Online Learning is one of the most popular learning strategies. The Learner will have the opportunity to undergo the learning program and interact with the computer to understand the subject. This is ideal for Product training, Sales training, Product Demonstrations, IT application training, HR training and so on.

## One Way Simulation

Using this approach the learner will be able to understand the concepts without the need of much involvement. The learning program is presented as a flash movie which simulates the various concepts and areas of the subject to be covered. The development used to design this learning program is popularly known as Rapid Development or RAD. Using certain industry standard tools, the content of the learning program can be generated almost effortlessly resulting in short development times and presentable learning programs.

## Two Way Simulations

Using this approach a virtual simulation of the learning content is created and made available online. The learner will have an opportunity to gain a step by step understanding of the concepts explained. This strategy results in a thoroughly participative learning and helps learners to undergo self paced learning. STAM uses a proven and unique development process for the same. We call it the SINC development wherein the whole learning content is simulated with interactivities and customized with an open navigation.

## Other Means of Training Delivery

### PowerPoint

Slide deck with / without audio Low Cost Solution

### Talking Head Presentation

Audio files streamed for the purpose of lecturing  
Good for short intervals

### PPT + Talking Head

Created with content authoring tools Synchronization of audio and slide deck Suitable for Soft skills training

### Podcasting

Series of digital-media files which are distributed over the Internet using syndication feeds for playback on portable media players and computers

### Video Casting

Online delivery of video on demand video clip content via Atom or RSS enclosures Downloading complete vodcasts in advance gives the user the ability to play the vodcasts offline on a portable media player. Streaming allows seeking (skipping portions of the file) without downloading the full vodcast.

### Screen Cast

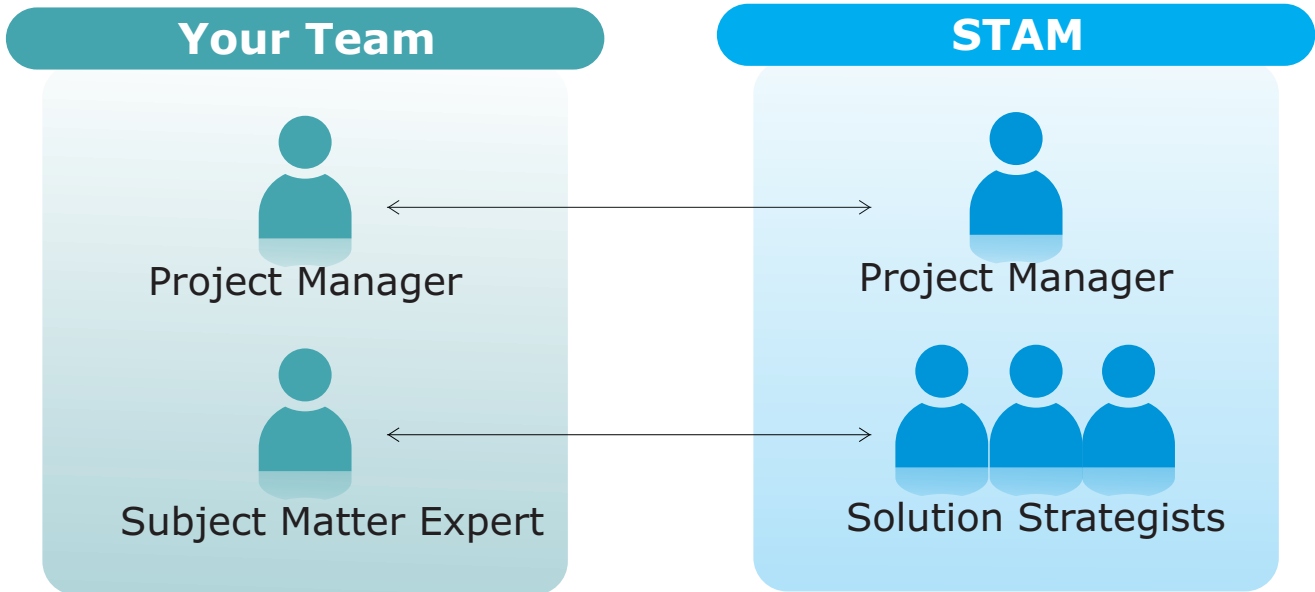
Digital recording of computer screen output, also known as a video screen capture, often containing audio narration

### Mobile Learning

Learning that happens across locations, or that takes advantage of learning opportunities offered by portable technologies. In other words, mobile learning decreases limitation of learning location with the mobility of general portable devices.

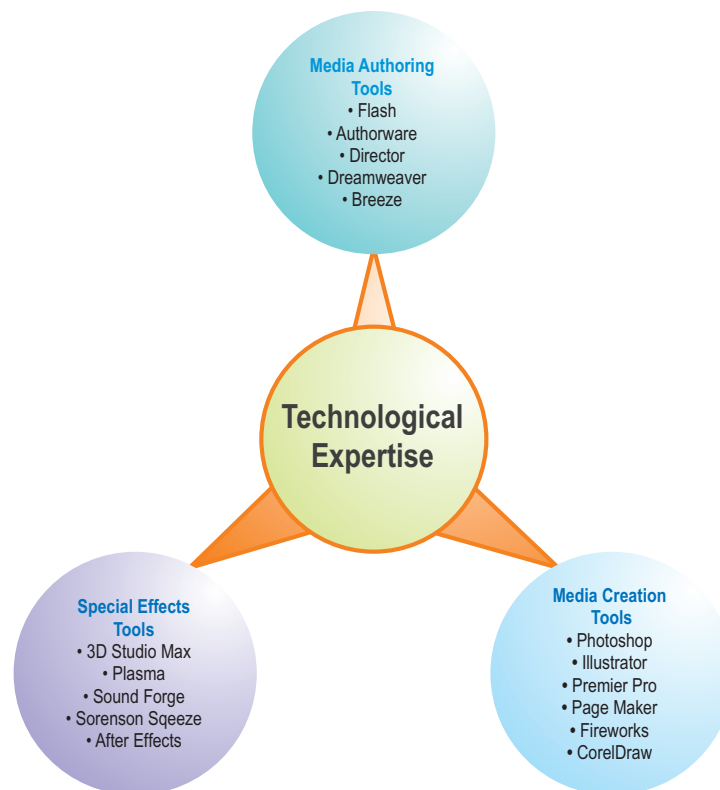
### Virtual Forums

A group of people that primarily interact via communication media such as newsletters, telephone, email or instant messages rather than face to face, for social, professional, educational purposes



Upon finalization of the Solution Strategy STAM will share a detailed project plan outlining the various milestones, timelines, deliverables, communication plans and review reports.

The inputs of the Solution Strategy Phase will form the basis for actual solution development. The Learning solution will be developed using a host of industry standard tools and technologies.

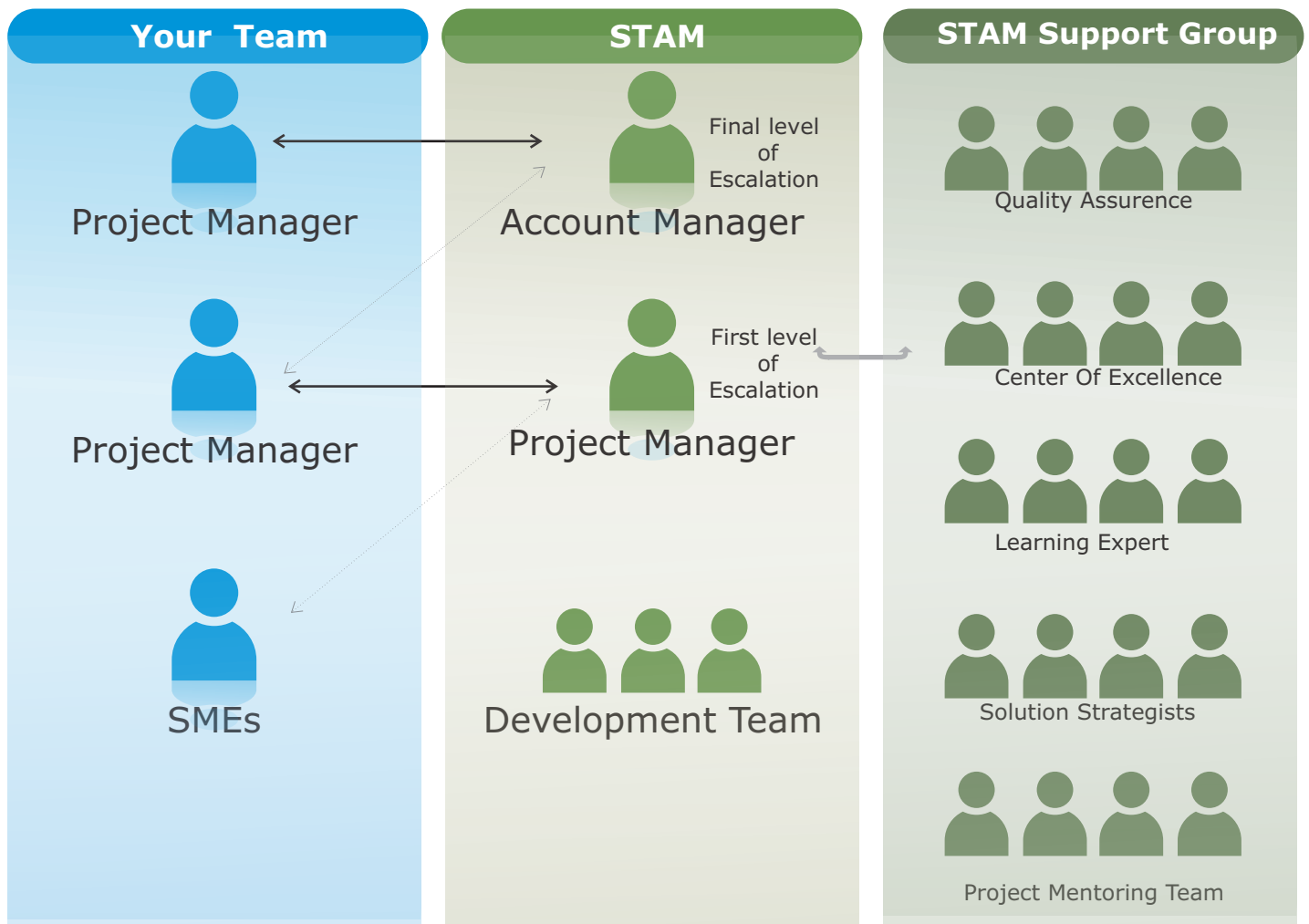


### Key Highlights of our Solution Development

- Cost Effective Offshore Development
- ISO standard development processes
- Multilingual deployment
- Leverage the experience of working with Fortune 500 clients
- Well defined Project Management Methodology
- Visually appealing and Multimedia rich

# Phases of Development

## Learning Solution Development



# Phases of Development | Learning Assessment

## Assessment Strategies

Our research proves that the most effective way to determine the outcome of a learning program is to assess the results of the learners. STAM will follow proven theories such as Bloom's taxonomy to determine the assessment strategy for every training course within the learning program. For this purpose STAM will offer you a host of learning assessment strategies such as

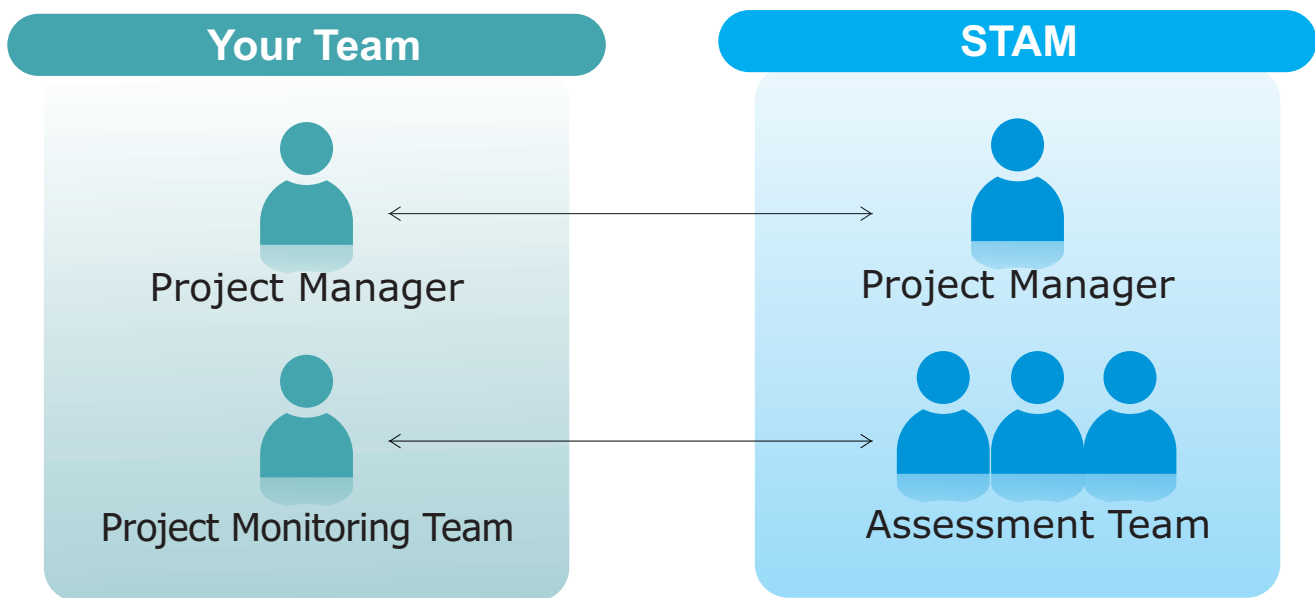
- Multiple Choice questions
    - Puzzles
  - Drag and Drop
    - Puzzles
- And many more...

## Result Tracking

STAM will be able to offer a comprehensive learning management system solution to manage your Learning content. The LMS developed by STAM offers the training managers to assign learning programs to the users in an automated setup. The assessment results can also be tracked and managed as per your needs. The LMS can be developed to be SCORM and AICC compliant if desired.

## Reporting and Managing Assessment Results

STAM will be able to offer a dedicated team for you to manage and report training assessment results. Our team of experts will generate periodic reports varying from user based reports, course based reports, module based reports and so on.



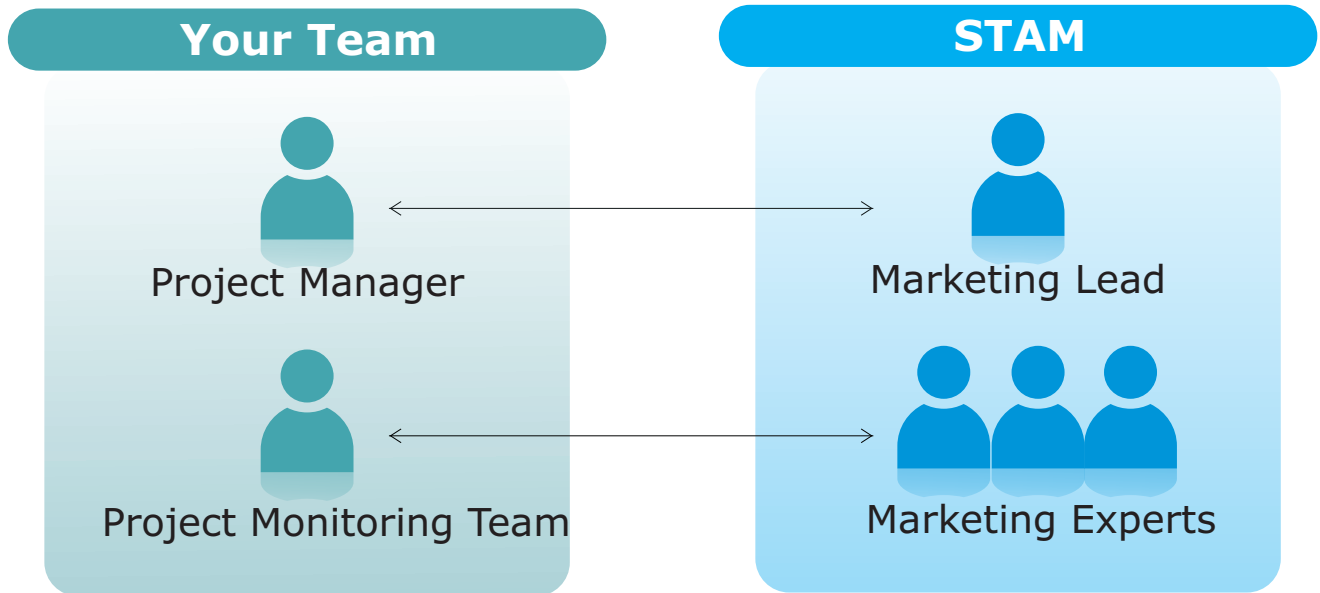
Upon completion of the learning program, the learner will have an opportunity to assess his learning. STAM will also be able to manage extensive certification programs for you.

One of the major challenges encountered by training organizations worldwide is to communicate the learning program to the stakeholders. Our research proves that many learning programs fail in accomplishing the intended objectives as they fail to communicate and market the learning programs.

Our Turnkey Model will involve this value added service as a post development offering. STAM will be able to nominate a dedicated team for managing the marketing activities of your learning program

The following are a partial list of activities that STAM can undertake as part of Marketing efforts for your learning programs

- Development of a Course demo which will communicate the key highlights of the training program
- Development of a website demo that can be made available on your website or intranet portals
- Send periodical email communication to all the stakeholders about launch of new courses, upgrade of existing courses
- Maintain database of all users and update the database at regular intervals
- Develop and Dispatch direct marketing promotional brochures, newsletters, ezines and other documents to all the stakeholders



STAM will share a detailed Marketing plan prior to the initiation of Solution development. The Marketing campaign will be tailored made to suit to varied budgetary requirements.



STAM Interactive Solutions Inc.

16 Wright Place, Princeton Junction, NJ 08550  
Office: 609 750-9827  
Toll Free: 1.888.834.STAM (7826) Ext. 1  
Fax: 609 750-1936

Email: [info@stamweb.com](mailto:info@stamweb.com)

Advanced Development Center

STAM Interactive Solutions Pvt. Ltd.  
Bindu Enclave 6-3-903/8/C,  
Suryanagar Colony, Street No. 10,  
Somajiguda, Hyderabad India  
Tel. No: 91 - 40 - 6557 6283