

LEARNING MATERIAL DESIGN AND DEVELOPMENT



Growth-Links' approach to learning and our ability to design and develop fit-for-purpose solutions is founded on the principles of:



Progressive differentiation

Growth-Link knows that employees on different levels in the organisation respond differently to instructions, require different levels of detail and relate differently to material formats even if the topics are the same.

Similar subject matter will often be designed to have different course layouts and different approaches on different levels.

Relevance

Learning material and the approach to content are linked to the actual work environment of learners.

Although generic processes and best practices are often introduced to develop learners' critical thinking skills, our ability to contextualise contents assists learners to relate more effectively to the learning material and facilitates authentic workplace application.

Integration

Integration of learning with the everyday work environment is critical for sustainable change and growth. Growth-Link integrates learning material into the business through:

- a. The study and understanding of internal processes, existing initiatives and pertinent issues faced by the organisation, team and the target audience.
- b. Close cooperation between Growth-Link, the organisation and its other (relevant) suppliers as part of a co-design process.
- c. Branding the material to that of the organisation indicating the company's endorsement of the contents.

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Application

All design and development projects are outcomes-based – thus focussed on what learners have to be able to **DO** after the training.

Theory is used to support understanding and entrench concepts by answering **WHAT?** and **WHY?** although most discussions and activities centre on how a model, process, topic or skill will be used in the workplace and/or everyday life.

Our learning assessment tool design requires learners to provide actual proof of how they applied their knowledge and skills to ensure action learning takes place.

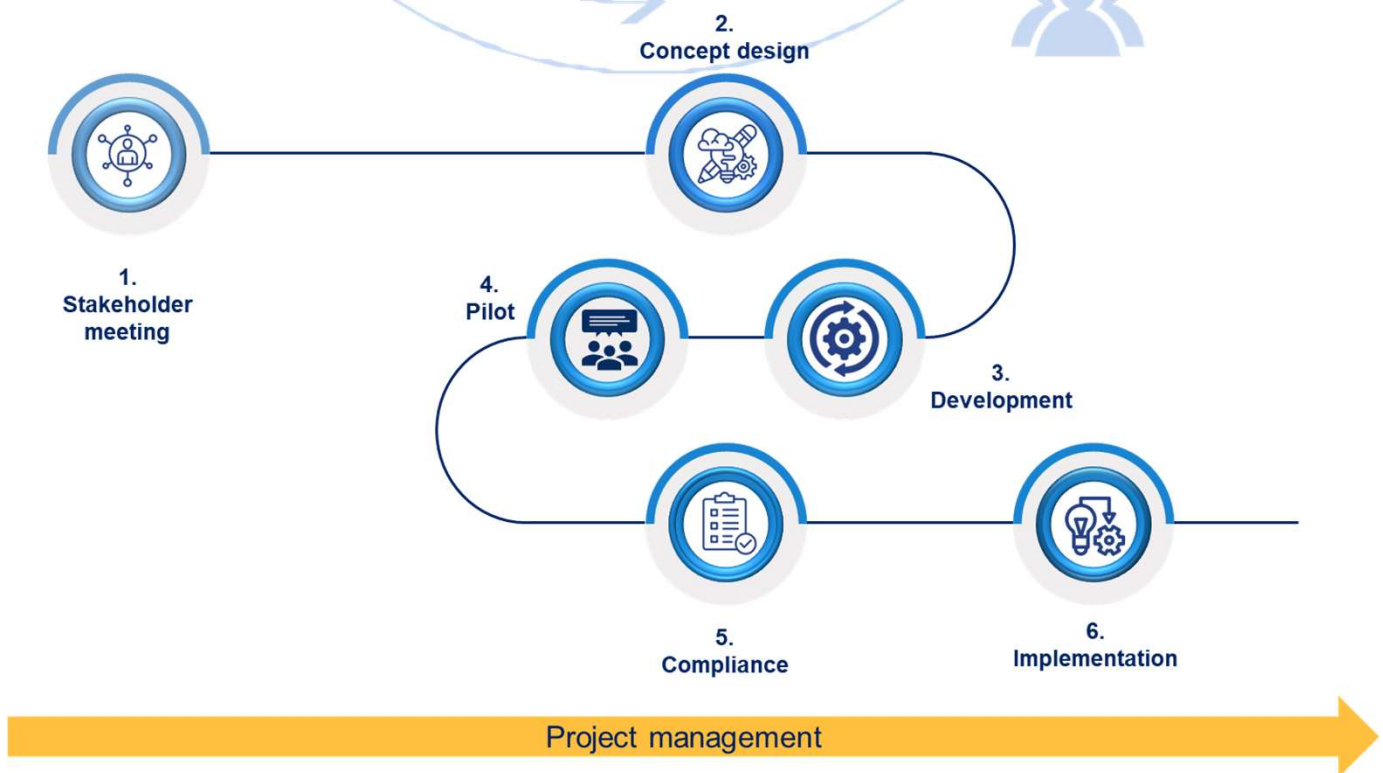
Our learning material includes various learning methodologies to support the four-stage learning process, level of delegates, their learning styles, relevancy and application.

GROWTH-LINK
Connect • Learn • Lead

OUR DESIGN AND DEVELOPMENT PROCESS

Growth-Link follows an adapted version of the Instructional Systems Design model, ADDIE (**A**nalysis, **D**esign, **D**evelopment, **I**mplementation and **E**valuation), as a guideline for building effective learning and performance support tools.

Effective project- and quality management throughout the process ensures efficient (focussed, on-target and on-time) delivery of the required output.



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GROWTH-LINK'S DESIGN AND DEVELOPMENT PORTFOLIO

Growth-Link is able to design, develop and customise learning material in different topics and for different industries and has developed or customised development interventions, ranging from:

- Leadership and people management courses on various levels of the organisation
- technical courses (i.e. Materials handling, Excavator operation, Routine maintenance and area-specific induction courses) to
- safety awareness and safety behaviour courses (i.e. Safe-Up, Reconstructing ME, Principles of HSEC) to
- specialised supervisory courses (i.e. all core and elective modules as part of the Further Education and Training Certificate: Mining Operation) to
- entrepreneurial courses (i.e. Growing my business for Traditional small business owners)

