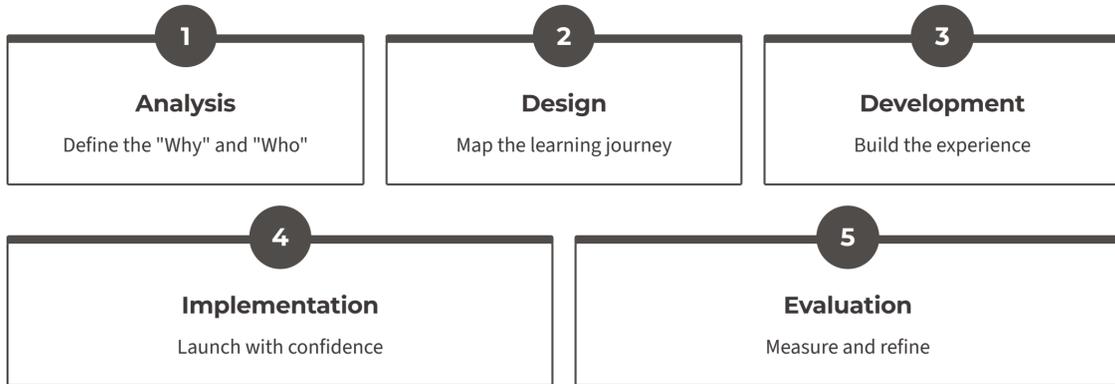


5 Phases to Launch Excellence

A proven framework from discovery to deployment—structured, strategic, and learner-centered.



Phase 1: Analysis The Foundation

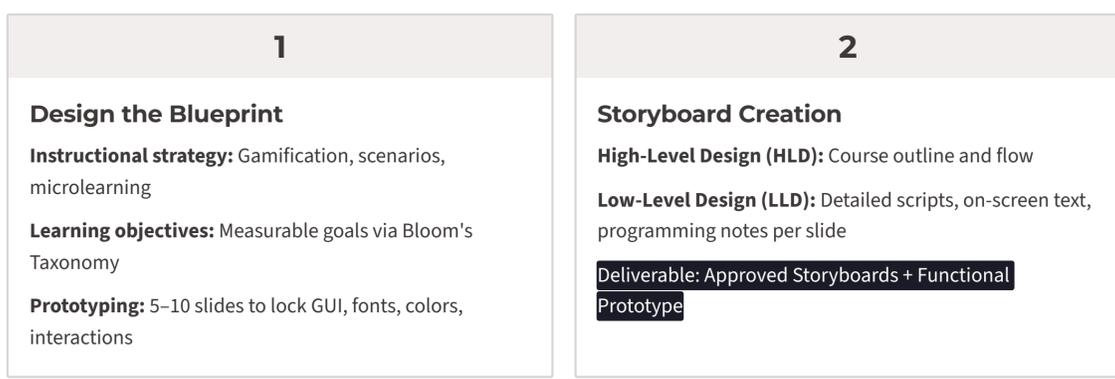
Before we build, we must understand.

- Needs assessment: identify performance gaps
- Audience profiling: demographics, tech literacy, environment
- Technical scoping: LMS compatibility (SCORM, xAPI), mobile needs
- Content audit: review SME materials, find gaps

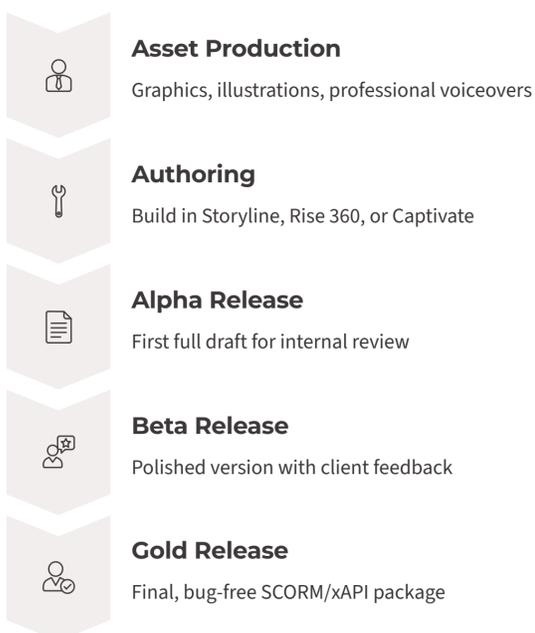
Deliverable: Training Needs Analysis & Project Schedule



Phase 2: Design The Blueprint for Learning



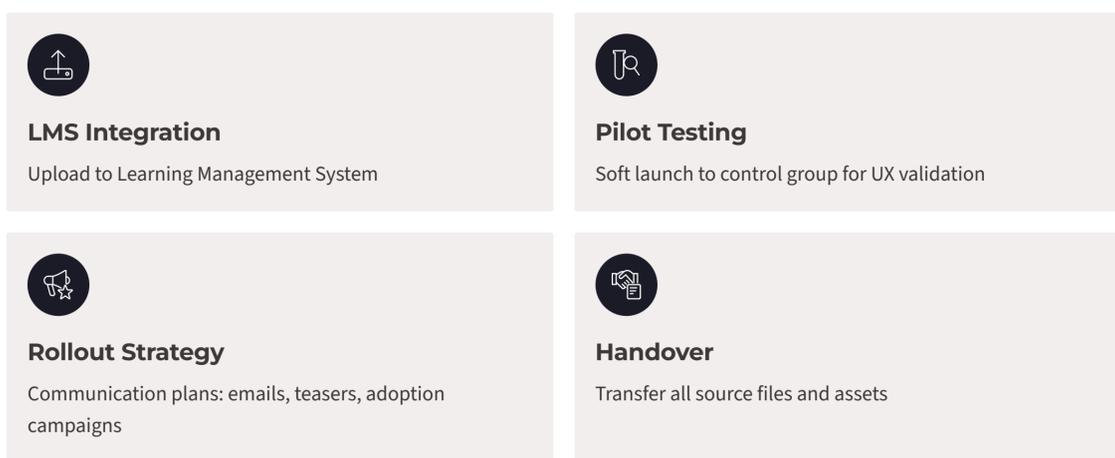
Phase 3: Development Bringing the Storyboard to Life



Pro Tip: The Alpha-Beta-Gold cycle ensures quality control at every stage. Client feedback is integrated systematically, reducing costly late-stage revisions.

Phase 4: Implementation The Launch

A great course fails if it isn't delivered correctly. We support seamless deployment.



Phase 5: Evaluation The Feedback Loop

Measure success. Drive continuous improvement.



"Evaluation isn't the end—it's the beginning of the next improvement cycle."

Final Deliverable: Evaluation Report + Project Closure Document

Ready to Launch?

This 5-phase framework ensures every eLearning project is strategic, scalable, and successful.