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# InITIAL AnALYSIS

**Introduction**

Members of Bazinga Communication’s Social Media Team have been assigned a new manager that works remotely in Indiana, yet still needs face-to-face communication and the ability to work on shared documents in real time with her team. After conducting initial meetings with her new team online, this manger has become aware of an immediate need to improve her team’s effective collaboration and strategy skills. To address this need, the manager has decided to educate them in these skills through the procured services of Bazinga’s Instructional Design Team to deliver a one hour seminar in the use of video chatting and online document sharing utilizing two collaboration tools: Google Docs and Google Hangout. Utilizing the Google Hangout video chat tool, all attendees will work on a shared strategic document in Google Docs. Upon seminar completion, the target group should be up to speed on the proper use of online tools and the specified software for effective and strategic online team communications.

**Front-End Analysis and Instructional Goals**

As the need for collaboration has grown within several functions of the Bazinga organization, the newly hired manager’s request for instructional support is a timely one. This manager has reported to the VP of Communications that meetings with her new team online displayed a wide gap in the collaboration skills necessary to facilitate her remote working condition, as well as the need to improve her team’s effective strategic skills. Without the collaboration skills, the team won’t be able to function strategically nor cohesively as a unit.

Currently, documents are completed by one member, then shared to other members in a back and forth fashion, with cross versions being confused in the process. The new manager requires a higher level of group effort, meaning focused video chatting and real time simultaneous work on shared strategic documents (known as “wireframes”), sealing the gap between lags in communication. With the real time communications, instead of saving version one, sending it off to team members for revisions, then back to another team member for further revisions, they will all be able to work on the same wireframe document simultaneously, and communicate their justifications for these changes through the video chat and text chat comments.

The Instructional Goal will be for Bazinga’s Social Media Team members to collaborate in online meetings and work effectively on documents with their manager and team members. They will be able to demonstrate proper Video Chat set-up and operation of their camera enabled computers in a professional corporate setting with laptop audio/video communication components connected and working without lag of video or audio signal. They will learn to properly compose themselves within the video frame and use headsets for sound clarity. While the instructional setting will be well connected to the Internet, learners will be taught to be cognizant of their environment when working remotely. This team will be able to demonstrate their ability to communicate online in a Google Hangout chat room with multiple attendees. They will also be capable of opening Google Docs and work on a converted Microsoft Word doc and PowerPoint wireframe, making changes simultaneously.

**Learner Characteristics**

All team members are in their early twenties and could best be describes as “digital youth.” While highly skilled in the use of computers in the use of apps like Instagram, Facebook, and Twitter (three iconic social media apps), few members of the target group are skilled in working on a strategic path with wireframes. They are even less skilled in working online collaboratively. Not only have they never worked on shared documents simultaneously, they are also accustomed to being very relaxed in their communications. While many are skilled with using video chat tools like Skype, they have mainly used them in casual environments. Little attention is paid to video quality, and the majority of these employees rarely use headsets for clear audio quality. Many also work from home on Fridays, where background noise, social interruption, and a variety of non-professional elements are present in their environment. This is unacceptable for the new manager, who expects the highest level of professionalism from team members each and every day.

The learners feel good about the Instructional Design team as they have successfully taken seminars from this team in the past and were able to transfer these learned skills to their job. While some of the team members are still coming to terms with the stringent requirements of their new boss to drop their casual behavior and adapt a more professional attitude, working strategically is of career building interest. Most are habitual in their patterns to work alone on projects and not turn them in until they have edited their assignments in solitude. Yet, they all are smart enough to realize that there are many others in line for their job if they choose not to adapt. Therefore, they are primed and ready to take on the challenges of working in this new strategic and collaborative environment, and excited about the seminar.

**Performance Context (and Software Needs Analysis)**

The manager and team’s Vice President of Communications, hearing similar reports from other managers, understands the online collaborative communication needs for not only the Social Media team, but all teams now being globalized to meet marketing demands. Furthermore, he hired the new manager based on her (note: what if she was a he, which is why I wrote “their”) strategic portfolio background. The VP has put in a high priority trouble ticket to the Software Analysis team, alerting them to find the most effective and cost efficient tools to facilitate the necessary team collaboration. After researching Skype, WebEx, Citrix, and Google, the choice was made. Google proved to be a solid platform for collaboration, and being free, would not take weeks to run through the Procurement Team. An edict was handed down that all teams could now collaborate online using any Google application available. The green light has been given for the one-hour training seminar, presented by Bazinga’s award winning Instructional Design team, utilizing Camtasia (screen capture software), Google Hangouts, Google Docs, and Google Drive.

**Learning Context**

Not only will the seminars be expected to result in a high proficiency of online collaboration, it will also set an example for other teams to follow. If successful, the seminar would be presented to all teams within the Communications Department. Therefore, the largest education room on floor nine of Bazinga will be the setting for the seminar. Attendees will be equipped with new Macbook Pro laptops, Plantronics mic/headsets, adequate room lighting and soundproofing, a large screen with projector, and digital whiteboard. While costly, it is a savings from what they would have had to spend on collaborative software.

**Goal/Task Analysis**

**Subordinate and Entry Skills**

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