

LCW Training Materials Rebranding SOP

Consulting:

General rules:

1. If a facilitated training has generated over \$100k in revenue since 1/1/22 or is scheduled in Compass to be delivered by the end of the year (as of 6/1/23) it will be ready to sell in new branding as of launch
2. All facilitated trainings/eLearnings/microLearnings sold after July 1, 2023 should be delivered in the new branding
3. Current SOW's should only be delivered in the new branding AFTER all materials have been converted to the new branding
 - a. Consultants should not deliver piecemeal branding to clients (i.e. some in new branding some in old branding)– it's better to wait for all branding to be updated at once

When you create a new proposal that includes an eLearning and/or microLearning:

1. Check the list of completed rebranded eLearnings and microLearnings here [\[LINK TO TRACKER\]](#)
 - a. If your eLearning has been rebranded, no further action is needed
 - b. If your eLearning has not been rebranded, continue to step #2
2. Add your eLearning or microLearning to the design work tracker (as separate rows if multiple) here [\[LINK TO TRACKER\]](#)
3. Email Dustin to inform him of the new item and to confirm the design time/delivery date
4. Build in additional time into delivery timeline for your client as needed
5. Notify Dustin directly and change the design tracker if your project does not move forward or if details of delivery date changes
6. When complete, design will send packaged eLearning or microLearning to the consultant
7. Lead Consultant sends final packaged eLearning or microLearning to their client
8. [FOR DESIGN ONLY] Design to add rebranded item to the rebranded tracker

When you create a new proposal that includes a facilitated training:

1. Check the list of completed rebranded facilitated trainings here [\[LINK TO TRACKER\]](#). If your facilitated training is listed, check Dropbox to confirm the correct version of the training is ready to be sold and if it's correct no further action is needed
 - a. If your facilitated training has not been rebranded (or you need another version of the training that does not match the deck in Dropbox) continue to step #2 and #3.
2. Check to see if any pre- or post-session materials will be included/sold with this training. If there are, check the list of completed rebranded pre- or post-session materials here [\[LINK TO TRACKER\]](#)
 - a. If your pre- or post-session materials have been rebranded, check Dropbox [\[LINK TO TRACKER\]](#) to verify they are the correct materials needed
 - b. If your pre- or post-session materials have not been rebranded, include them in step #3.

3. Add your facilitated training and any pre- or post-session materials (as a separate row) to the design work tracker here [\[LINK TO TRACKER\]](#)
4. Email Dustin to inform him of the new item(s) and to confirm the design time/delivery date
5. Build in additional time into delivery timeline for your client as needed
6. Notify Dustin directly and change the design tracker if your project does not move forward or if details of delivery date changes
7. When complete, design will notify you – please check the final deck and confirm its accuracy
8. [FOR DESIGN ONLY] Design to add rebranded item to the rebranded tracker

Delivering existing SOW’s microLearning, eLearning, and facilitated training sessions after July 1, 2023:

DO NOT DELIVER PIECE-MEAL BRANDED MATERIALS TO CLIENTS

1. For all trainings materials being delivered after July 1, 2023, check the list of completed rebranded facilitated trainings [\[LINK TO TRACKER\]](#), eLearnings [\[LINK TO TRACKER\]](#), microLearnings [\[LINK TO TRACKER\]](#), and/or pre- or post- session materials [\[LINK TO TRACKER\]](#).
 - a. If ALL materials have been rebranded, check Dropbox [\[LINK TO TRACKER\]](#) to ensure the correct version of the training is ready to be sold
 - i. If yes, begin delivering all trainings with new branding
 - b. If only part of your training materials are complete, continue delivering your trainings in the old branding and continue to step #2
 - c. If none of your training materials are complete, continue to step #2
2. Add all eLearnings, microLearnings, facilitated learnings, and pre- or post-session materials needed to complete your SOW to the design work tracker (as a separate row) here [\[LINK TO TRACKER\]](#)
3. Email Dustin to inform him of the new item(s) and to confirm the design time/delivery date
4. Notify Dustin directly and change the design tracker if your project changes
5. When each item is complete, design will notify you – please check the final deck and confirm its accuracy
6. [FOR DESIGN ONLY] Design to add rebranded item to the rebranded tracker
7. Once ALL materials for your current SOW are complete, begin delivering your client’s materials in the new branding