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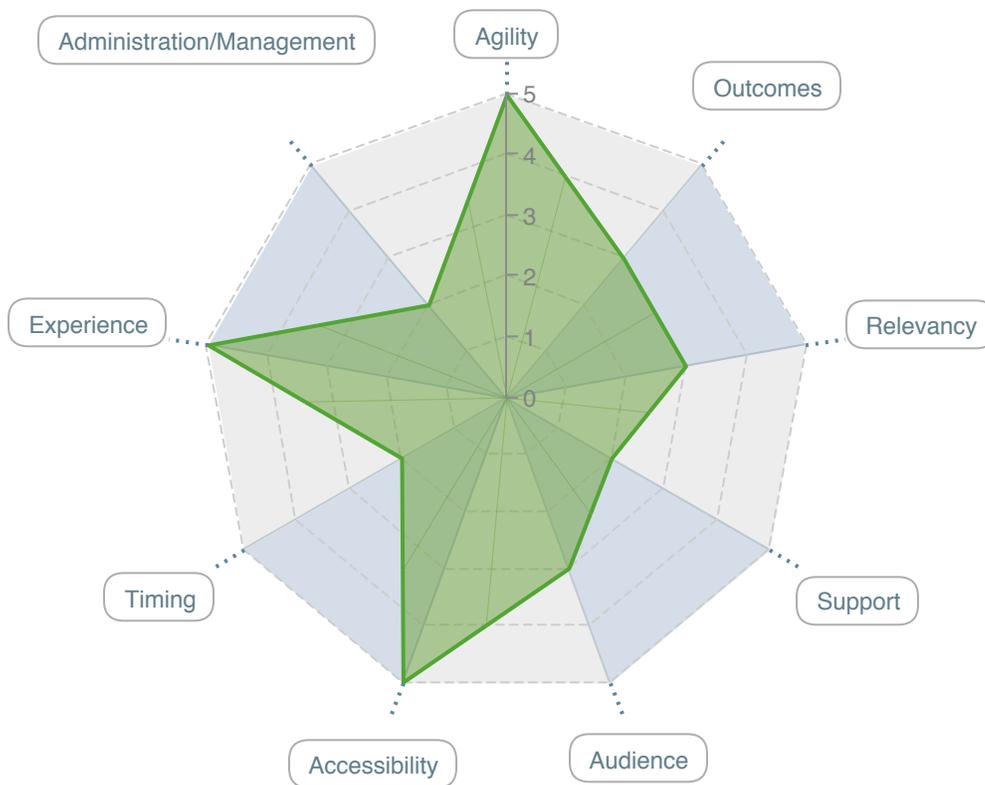
# Bluewater™ CONTENT ASSESSMENT

## Thanks for Completing!

05/31/18

Below you'll find some high-level suggestions to help you further grow your content strategy to engage & empower learners within your organization to achieve their full potential.

### Bluewater™ Content Assessment Chart



## Bluewater™ Content Assessment Suggestions

Below you will find our assessment categories with your assessment scores & ratings.

**Agility**

**SCORE: 5**

**RATING: On Track**

Your content is positioned in such a way that it is flexible and able to easily adapt to business outcomes. Having a strong catalog of flexible assets is key to remaining aligned with business needs and ensuring high levels of engagement throughout the organization.

**Outcomes**

**SCORE: 3**

**RATING: Revisit**

There is some ability to demonstrate progress against defined business metrics/outcomes, but it may be inadequate or incomplete or otherwise not tied directly to actual learning experiences. Additionally, you might want to revisit the data analytics and insights that you currently have in place to help ensure that all content remains relevant and impactful. You may find it useful to:

- Identify the learner population or business segment for which there is concern.
- Revisit content strategy and learning evaluation strategy as it relates to this population. What are the measurable behaviors that are shaped/influenced by this content strategy? What mechanisms are currently being utilized to track/monitor performance improvement and adjust content strategy, where necessary?
- Identify high-performing content assets, using existing utilization and analytics data, learner feedback data, as well as information about the content itself to determine highest performing assets.
- Revisit mechanisms/triggers that are in place that are designed to indicate when a particular piece of content has lost its relevancy/effectiveness and process associated with refining existing content strategy, when needed.
- For content that is underperforming or no longer meets learner and business expectations, consider new or alternative content as a supplement and/or replacement:
  - For off-the shelf content, there are many wonderful options available via CSOD Content Anywhere that may better meet your needs.
  - Custom content may also be optimized to align to current and future business needs and also to make it easier to maintain.
  - User-generated content, with the correct associated governance structures, may also help to round out your content strategy and allow for further collaboration and additional relevancy amongst the workforce.

**Relevancy****SCORE: 3****RATING: Revisit**

Some of your content may be directly targeted at defined business metrics/outcomes, but other content may be in need of optimization, replacement, or retirement. Additionally, you might want to revisit the data analytics and insights that you currently have in place to help ensure that all content remains relevant and impactful. You may find it useful to:

- Identify the learner population or business segment for which there is concern.
- Revisit content strategy and learning evaluation strategy as it relates to this population. What are the measurable behaviors that are shaped/influenced by this content strategy? What mechanisms are currently being utilized to track/monitor performance improvement and adjust content strategy, where necessary?
- Rationalize existing content, using existing utilization and analytics data, learner feedback data, as well as information about the content itself. Which content may need to be retired or replaced?
- For content that is underperforming or no longer meets learner and business expectations, consider new or alternative content as a supplement and/or replacement:
  - For off-the shelf content, there are many wonderful options available via CSOD Content Anywhere that may better meet your needs.
  - Custom content may also be optimized to align to current and future business needs and also to make it easier to maintain.
  - User-generated content, with the correct associated governance structures, may also help to round out your content strategy and allow for further collaboration and additional relevancy amongst the workforce.

**Support****SCORE: 2****RATING: Act**

Content across your catalog may not be closely aligned to business outcomes and individual performance improvement. You may find it useful to:

- Formalize and/or revisit your existing organizational content strategy and corresponding learning evaluation strategy. What are the points in time in which learning experiences are the most impactful? Are there a variety of learning experiences designed to not only introduce but also reinforce initial concepts after initial learning? How does user-generated content (and associated governance) play into this strategy?
- Rationalize existing content, using existing utilization and analytics data, learner feedback data, as well as information about the content itself. How much content is available to support the audience at their time of need? How is it currently deployed to best “reach” them?
- Formalize and/or revisit content maintenance strategies to ensure that content maintains its effectiveness. What automated triggers are in place to signal performance support best practices, issues, and concerns? What processes support a corresponding action?

- For content that is underperforming or no longer meets learner and business expectations, consider new or alternative content as a supplement and/or replacement:
  - For off-the shelf content, there are many wonderful options available via CSOD Content Anywhere that may better meet your needs.
  - Custom content may also be optimized to align to current and future business needs and also to make it easier to maintain.
  - User-generated content, with the correct associated governance structures, may also help to round out your content strategy and allow for further collaboration and additional relevancy amongst the workforce.

**Audience**

**SCORE: 3**

**RATING: Revisit**

Content objects within your catalogue allow for some personalization/differentiation of the learning experience, but, in some cases, might include too much contextualization such that information and learning are only available at certain times and in certain methodologies that may not be conducive to actual real-time needs of your workforce/client. You may find it useful to:

- Identify the learner population or business segment for which there is concern.
- Revisit content strategy and learning evaluation strategy as it relates to this population. What are the key behaviors that are critical for this given population and what ways/mechanisms might they best consume different types of information (e.g. concept, process, simulation etc.)? Are these different experiences de-coupled from one another such that they can be accessed at specific point of need?
- Rationalize existing content, using existing utilization and analytics data, learner feedback data, as well as information about the content itself. What does evidence say about the audience that is consuming this content today and the manner in which they are consuming it? What, beyond completion data, can help you to understand the pieces of content that resonate the most in particular workplace contexts?
- For content that is underperforming or no longer meets learner and business expectations, consider new or alternative content as a supplement and/or replacement:
  - For off-the shelf content, there are many wonderful options available via CSOD Content Anywhere that may better meet your needs.
  - Custom content may also be optimized to align to current and future business needs and also to make it easier to maintain.
  - User-generated content, with the correct associated governance structures, may also help to round out your content strategy and allow for further collaboration and additional relevancy amongst the workforce.

**Accessibility****SCORE: 5****RATING: On Track**

Careful thought has been put into the “lifecycle” or “day in the life of...” the workforce and associated delivery modalities that resonate most these individuals. Content and learning experiences are provided in a variety of formats and systems that can come alongside and reach learners during their everyday work, rather than requiring them to stop their actual work to “do learning.” The ability to provide this seamless experience is critical for ensuring high degrees of engagement and adoption within the workforce and typically leads to higher overall net promoter scores for the learning organization as a whole.

**Timing****SCORE: 2****RATING: Act**

The types of content and experiences that are currently available to your target audience(s) are likely at odds with the pace and speed of business and associated required talent growth and development within your organization and

beyond. It is critical that the types of experiences that are available are perceived as enabling and empowering, rather than conflicting with other obligations/responsibilities. You may find it useful to:

- Formalize and/or revisit your existing organizational content strategy and corresponding learning evaluation strategy. Does frontline and senior management recommend and/ or support the current formatting decisions? What are the stories from individual contributors as to how and when they are using this content to enable positive outcomes for themselves and the business? Are these experiences seen as additive and enabling or are they viewed as conflicting with “real work”?
- Rationalize existing content, using existing utilization and analytics data, learner feedback data, as well as information about the content itself. Which content “packages” are well-received by the target audience and which need to be reformatted and/or repackaged to better empower your audience at their point of need?
- Formalize and/or revisit content maintenance strategies to ensure that content maintains its effectiveness. What automated triggers are in place to signal timing best practices, issues, and concerns? What processes support
- a corresponding action?
- For content that is underperforming or no longer meets learner and business expectations, consider new or alternative content as a supplement and/or replacement:
  - For off-the shelf content, there are many wonderful options available via CSOD Content Anywhere that may better meet your needs.

- Custom content may also be optimized to align to current and future business needs and also to make it easier to maintain.
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## Experience

**SCORE: 5**

**RATING: On Track**

The breadth and depth of learning experiences available for any given aspect of the business and/or personal development need is such that learners can access just-in-time information and experiences that are best suited for their specific needs. A variety of deliverables of different sizes (e.g. bite-sized vs. long form), different modalities (e.g. video vs. interactive, digital manipulative vs. checklist), different engagement styles (e.g. self-study vs. virtual synchronous vs. face-to-face), and from different perspectives (e.g. neutral third party vs. formal address vs. peer-driven) make matching learning experience to immediate need easy and appealing for learners.

## Administration/Management

**SCORE: 2**

**RATING: Act**

A loosely-defined content management practice places organizations and the individuals within them at high risk for catastrophic loss and/or critical lack of business effectiveness. Immediate attention and effort should be directed in this area to ensure that content strategy is established and remains solidly aligned to business objectives. You may find it useful to:

- Establish clear governance, processes, workflows, and technology, and targets to ensure appropriate content ownership, content management, and lifecycle maintenance that minimizes exposure to risk.
- Rationalize existing content, using existing utilization and analytics data, learner feedback data, as well as information about the content itself. Retire pieces that are no longer optimized and replace with new content that is “evergreen” and/or is able to be efficiently and effectively maintained going forward.
- Build capacity to produce and/or procure content that can be easily assessed and maintained on an ongoing basis.
- Determine the manner in which information about content effectiveness will be collected, monitored, and reported throughout the learning organization and to organizational stakeholders on a regular basis.



Maximize the Value of Our  
Client's Investments  
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