

# BRIDGING COMMUNICATION GAPS: ALIGNING FOR TRAINING SUCCESS



Case Study

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## Introduction



Effective communication is the cornerstone of any successful project, particularly when multiple stakeholders are involved. In this case study, we'll explore how our team worked to overcome miscommunication and alignment challenges to deliver comprehensive training for a new internal database. The training not only focused on how to use the system but also incorporated processes for when and why to use it. While both our team and stakeholders encountered challenges in clearly articulating expectations early in the project, our ability to adapt, refine communication strategies, and collaborate ultimately ensured the successful delivery of four role-specific eLearning courses.

## Challenges

The project began with high-level goals to develop training for a newly implemented internal database that would streamline access to information. However, early in the development process, communication gaps became apparent. Stakeholders provided inconsistent feedback, and new stakeholders were added to the project midway, introducing additional perspectives and conflicting priorities.

Compounding these challenges was the absence of a standardized instructional design process within the team. Without clear, predefined steps for course development and review, it became difficult to align expectations internally and externally. This lack of structure contributed to delays, as our team worked to adapt our approach to meet evolving stakeholder needs. Both sides experienced miscommunication, with stakeholders unsure of what was required at different stages and our team navigating conflicting feedback while trying to move forward. These issues emphasized the need for better processes and communication strategies.

# Solutions

Recognizing the need for improved communication, our team took proactive steps to realign with stakeholders and ensure the project stayed on track:

## **Defined roles and**

**responsibilities:** We implemented a structured process to clarify the roles and expectations for both our team and stakeholders. A kickoff meeting was held to revisit project goals and establish a shared understanding of deliverables, timelines, and review cycles.

## **Streamlined feedback**

**processes:** To address conflicting feedback, a central document was created to consolidate stakeholder comments. This allowed us to identify patterns, address inconsistencies, and provide clear responses to feedback.

## **Enhanced communication**

**tools:** Email templates were introduced to set clear expectations for feedback and approvals at each stage of the project. Weekly status updates kept stakeholders informed of progress and timelines, reducing uncertainty.

## **Adapted timelines:**

A revised project timeline was developed to accommodate the new stakeholders and ensure alignment. While this required additional effort, it allowed us to maintain quality and meet the new deadline.

# Results

Despite the initial challenges, the project was successful. We delivered four eLearning courses tailored to the roles and responsibilities of the target audience, ensuring employees could effectively use the new database and integrate it into their workflows. The training materials were well-received, and the project highlighted the importance of flexibility and adaptability in overcoming obstacles.

# Key Takeaways

This project highlighted the crucial role that clear communication and well-defined processes play in the success of training initiatives. Both stakeholders and the Instructional Design team benefit when expectations, roles, and project workflows are established at the outset. For stakeholders, providing consistent feedback and engaging in collaborative dialogue ensures that deliverables align with their vision. Similarly, the Instructional Design team must implement structured processes to guide development and provide clarity on what is needed at each phase of the project.

While our team is committed to adapting and realigning as necessary, the overall success of a project depends on mutual understanding and collaboration. By fostering transparent communication and adhering to standardized processes, we can minimize delays, optimize resources, and deliver training that meets- and exceeds- organizational goals.