

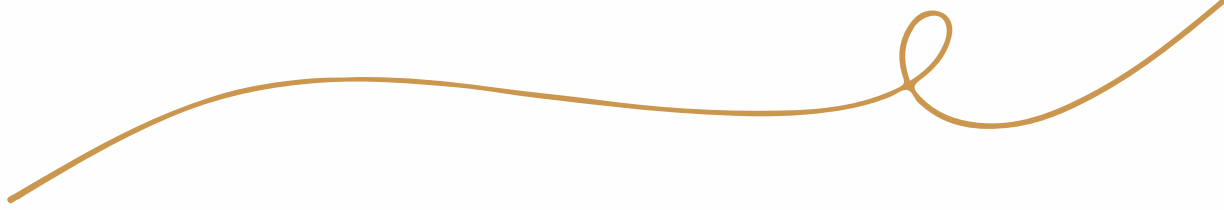
BOOSTING DEVELOPMENT CAPACITY FOR HIGH-QUALITY TRAINING

WITH A NATIONAL E-LEARNING
CERTIFICATION PROVIDER

2025



WorkWise
Design



WHO THEY ARE

This Canadian eLearning certification provider designs and delivers online training programs for hospitality and other fast-paced service environments, serving learners from individual job seekers to large organizations. They are known for creating practical, high-quality content designed for environments where teams need training that is clear, current, and easy to scale.

They have an in-house course developer that ensures every training product meets strict quality and brand standards, but as demand for new topics grows, the need for additional instructional design capacity has become critical.



THE PROBLEM THEY WERE FACING

The client had a backlog of courses to launch, but their in-house developer was already at capacity. Past outsourcing attempts resulted in work that needed heavy editing, slowing production instead of speeding it up.

They needed two things:

- More capacity without overloading staff
- Quality that matched their standards to avoid rework

Every delay meant losing potential learners to competitors, so they needed someone who could quickly adapt, follow their processes, and deliver ready-to-use materials.



WHAT WE DID

We became an extension of their team, taking ownership of the instructional design process from initial research through to final storyboard delivery. This included:

- Using their templates and brand guidelines to ensure consistency with existing courses.
- Conducting independent research on unfamiliar compliance topics to save their internal team time.
- Designing complete learning packages including storyboards, images, glossaries, learner handouts, and final assessments.

We also kept communication streamlined by starting each project with a quick alignment meeting, presenting learning outcomes for approval, and then delivering content in batches for feedback. The changes requested were minimal, which reinforced that our work was meeting their quality standards.



THE IMPACT

According to their internal eLearning developer:

"The design work is strong and following directions has been seamless. Feedback is appreciated when provided, and tasks are communicated efficiently, making collaboration straightforward and effective."

Our work freed up the in-house developer to focus on other priorities while maintaining the client's high instructional quality standards.

Seven full courses have been completed successfully, significantly increasing the client's development capacity without compromising quality. With fewer revisions required, each course moved from concept to production faster, allowing the client to bring new offerings to market more efficiently.



WHY IT MATTERS

This project shows the value of a strong instructional design partnership. By blending seamlessly into the client's workflow and adapting to their systems, we eliminated bottlenecks and made course production predictable.

The result is not just faster turnaround, but a model they can rely on as their catalog grows. They now have the confidence to commit to new course launches, knowing they can meet deadlines without burning out their internal team.



WorkWise Design



LET'S BUILD SOMETHING TOGETHER

Ready to make your learning experiences more effective, scalable, and engaging?

Whether you're looking to shift culture, launch new training, or elevate the quality of your content, we can help you build something that works and lasts.

Let's talk about your goals and how we can support your team. email us at hello@workwisedesign.com or book a free consultation.

[Click here to book a free consultation](#)

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