

Instructional Design Document: Stakeholder Communication

Project Title: How to Communicate Effectively with Stakeholders

Target Audience: Early-career professionals and project team members

Modality: Interactive Micro-learning (Articulate Storyline)

Estimated Seat Time: 10–15 Minutes

Project Context & Purpose

This course was developed to address organizational gaps where stakeholders felt misaligned or overwhelmed by project updates. Shifting from a traditional eLearning format to a **micro-learning module**, the training provides a high-impact, efficient framework for professionals to master the "Four Pillars" of communication: timing, channel, content, and tone.

Learning Objectives

By the end of this 15-minute module, learners will be able to:

1. **Identify critical project touchpoints** that require immediate stakeholder notification.
2. **Select the optimal communication channel** based on message complexity and urgency.
3. **Apply a standard framework** to ensure updates are consistent and concise.
4. **Adjust professional tone** using a tiered approach for peers versus executive leadership.

Course Outline: The Five-Lesson Structure

The course is organized into five brief, high-engagement lessons focused on practical application:

Lesson	Focus	Key Interaction
1. Definition	Aligning on what "effective" communication looks like.	Personalization: Learner enters name to customize feedback.

2. Timing	Identifying the three critical moments to reach out.	Timeline Matching: Selecting triggers on a project roadmap.
3. Channel	Choosing the medium (Email, Chat, Meeting).	Drag-and-Drop: Pairing scenarios with the correct channel.
4. Framework	Using five essential questions to structure updates.	Flip Cards: Revealing the "must-have" elements of a report.
5. Tone	Filtering information for different audience levels.	Interactive Slider: Real-time transformation of message tone.

Instructional Strategy & Interactivity

To maximize engagement in a short timeframe, the course replaces character-led narratives with **direct-to-learner coaching** and high-fidelity interactions:

- **Variable-Based Personalization:** On Slide 3, learners input their names, which are then used throughout the feedback layers to create a tailored experience.
- **The Tone Slider:** A signature interaction where learners move a slider to see how a single project update is dynamically rewritten for peers, managers, and executives.
- **Active Filtering:** Instead of passive reading, learners must "filter out the distractions" by selecting only the sentences that belong in a professional update.

Assessment Strategy: Cumulative Email Build

The final assessment consists of five targeted multiple-choice questions.

- **The "Build-an-Email" Mechanic:** As learners select the correct answers regarding timing, channel, tone, and content, their choices "build" a complete, professional stakeholder email.
- **Scoring:** Success is measured by the learner's ability to assemble a coherent, executive-ready message by the final slide.

Supplemental Materials

- **Job Aid:** A "Stakeholder Communication Checklist" summarizing the When, Who, Channel, Tone, and Content framework for real-world use.