



Everything You
Ever Needed
to Know About
Our **Subscription
Learning Services**



Welcome!

We're thrilled to share a comprehensive resource that covers everything you need to know about our subscription learning services. Though you're likely a seasoned subscriber of all things entertainment, we realize subscription-based L&D services may be a new concept.

Here's what you can expect:

- ✓ *Cost-effective and scalable flat-rate custom learning solutions from \$65 per hour*
- ✓ *Flexible subscription tiers that seamlessly adapt and scale to your evolving needs*
- ✓ *Unlimited access to an on-demand team specializing in innovative learning assets*
- ✓ *Quality guaranteed through our 4-point process: editing, functional testing, brand alignment, and instructional consistency*

This eBook will be your go-to guide, equipping you with the knowledge and insight to make the case for subscription learning services, prepare your team for success, and maximize your subscription experience.

We hope you find the information helpful. If you have any further questions, our dedicated team is here to support you every step of the way.

Feel free to reach out.

[BOOK A CALL](#)

[EMAIL US](#)

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What are subscription learning services?

Unlike traditional per-project contracting, subscription learning services offer the **flexibility and freedom to scale L&D on demand**.

Our convenient subscription service is an easy and effective way for businesses of all sizes to have a dedicated L&D partner, saving time and money. We'll work closely with your team to ensure you have a continuous flow of professional learning content without the headache of per-project contract limitations.



What's included in my subscription?

Flexible plans, innovative solutions

All plans include **unlimited requests**, **unlimited revisions**, and **source files**.

Your brand, your way

Designed to your standards, including source files and licensed stock media.

We build it, you own it

No licensing, making it easy for you to update as needed, or we can do it for you.

ESSENTIALS

For Efficiency

\$95 /hr paid annually

or \$105/hr paid monthly

Services:

- Essentials eLearning (basic scenarios, stock media, simple animation, graphics)
- Instructor and virtual-led training (presentations, facilitator/participant guides, workbooks)
- Job aids, quick reference
- Assessments, knowledge checks, quizzes
- Process and procedure documentation
- Design outline, storyboard, and wireframe

Support:

- Designated instructional designer and developer
- Client success partner

PREMIUM

For Growth

\$104 /hr paid annually

or \$115/hr paid monthly

Everything in Essentials, plus:

- In-person to virtual learning conversion
- Essentials multimedia design (presentations, templates, layouts, icons)
- Interactive eLearning (advanced scenarios, branching, practical application, gamification)

Support:

- Rush turnaround
- Project manager to coordinate multiple efforts

ENTERPRISE

For Scale

Contact us

for annual and monthly

Everything in Premium, plus:

- Complex multimedia design (brand development, illustrations, interactive infographics, complex motion graphics)
- Explosive eLearning (custom themes and style treatments, storytelling, hands-on exploration)
- Voiceover and video production
- Immersive experiences (3D, AR, and VR)

Support:

- Learning strategist to optimize results
- Specialists in complex learning initiatives

Which plan is *right for my business?*

ESSENTIALS

Ideal for businesses looking to quickly create impactful training. It's also perfect for small businesses and startups that want to work with learning experts. Whether you need to update what you already have or start from scratch, this plan lets you bring in learning experts to help your team. It's perfect for fueling your employee's growth serving as a launching point for success.



PREMIUM

This plan is ideal for mid-to-large organizations in growth mode looking to elevate learning from foundational to interactive. If your goal is to stay ahead of demand and add specialized skill set to your internal learning team, this plan is for you! Designed for companies with rapid and dynamic needs that could benefit from a dedicated project manager to ensure success across multiple initiatives.



ENTERPRISE

Customized for your budget and goals, this plan suits established organizations looking to maximize learning and create immersive experiences. Access the full power of learning with comprehensive support and expert guidance in managing complex projects, leading to impactful results. Utilize your learning team's capabilities through personalized and dynamic learning journeys for continuous growth and lasting success.



The sky's the limit

Instructional design:

- High-level design
- Detailed design documents

eLearning development:

- Storyboarding
- Engagement activities (discussions, scenarios, case studies, etc.)
- Responsive and mobile development
- Branching and scenarios

Animation & gamification:

- Animated explainer videos
- Whiteboard videos
- Storylines and quests
- Leaderboards
- Badges and trophies
- Points systems

System simulations:

- Design and storyboarding
- Screen capturing/manipulation
- Programming and development

Self-study:

- Interactive presentations
- Interactive notebooks/PDFs
- eBooks and workbooks

Performance support tools:

- Quick reference guides
- Job aids, checklists, FAQs

Virtual & in-person instructor-led training:

- Facilitator and participant guides
- Engagement activities
- Presentation materials
- Train-the-trainer

Knowledge checks & assessments:

- Checkpoints
- Benchmarks
- Quizzes
- Scoring

Technical writing:

- Standard operating procedures
- Process flows and documentation
- User manuals and handbooks
- Troubleshooting guides

Evaluations:

- Level one: reaction
- Level two: learning
- Level three: behavior (available on Premium and Enterprise plans)

Multimedia and graphic design:

- Screen manipulation
- Presentations
- Templates
- Infographics
- Learning program brand assets (logos, icons, badges, etc.)
- Promotional assets (posters, fliers, print materials, etc.)

Quality assurance

- Professional editing
- Functional testing
- Brand standard alignment
- Instructional consistency

Project management:

- Coordination of multiple projects and talent for faster completion

Video and audio:

- Video and audio production
- Podcast production and support
- Augmented and virtual reality
- Learning strategist

Add-ons:

- Virtual and in-person facilitation
- Live event hosting and support
- Learning administration
- Level four evaluation: results
- Custom programming (CSS, HTML, Java, etc.)
- Translation & localization services

A few things we don't do...

- App development
- Complex web development
- Providing subject matter experts
- Managed learning services
- Legal documentation or disclaimers

Can I upgrade or downgrade my plan?

Scale up or down as you go

We understand that needs change, and we take a flexible approach. You can start by subscribing to one plan and upgrade or downgrade at any time with a 10-day written notice prior to the next invoice date. Your next bill will reflect your new subscription plan, and any changes will go into effect on the first of the following month.

What tools does your talent use?

You can rest easy knowing all learning assets are created in the native tools your organization uses and delivered inclusive of source files so you can make easy updates in the future.

Here are some of the *many tools our experts innovate with:*

AI:

- Vyond Go
- Midjourney
- ChatGPT
- Runway

Project management tools:

- Microsoft Project
- Jira
- Asana
- Trello

Learning management systems:

- SuccessFactors
- SharePoint
- Xyleme
- Cornerstone
- CourseMill
- Degreed
- Intellum
- Workday

Multimedia and graphic design:

- Adobe After Effects
- Adobe Dreamweaver
- Adobe Final Cut
- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Adobe Premier Pro
- Canva

Authoring and rapid development tools:

- Articulate 360 — Rise, Storyline, Replay, Engage, Presenter, QuizMaker, Studio
- Camtasia
- Evolve
- Lectora
- Vyond
- VideoScribe

Collaboration tools:

- BlueJeans
- Adobe Acrobat
- Microsoft 365 — Word, Microsoft PowerPoint, Teams, Forms, SharePoint, OneDrive, Whiteboard, Visio
- Google Docs, Sheets, Slides
- Webex
- Zoom

Digital adoption and training tools:

- Captivate
- Assima
- Walkme
- WhatFix

and *many more!*

What does “unlimited” mean?

Unlock unlimited potential

Yes, it's *really unlimited*! You can request as many projects as you like, and your designated team will execute them based on the **priority level in your queue and available hours in your plan**. [More here on increasing or decreasing available hours](#). Make the most of your subscription by ensuring your queue is well-stocked.

We suggest considering the time each request will require of your team for subject matter expertise and reviews ([more on that here](#)).

Unlimited revisions are also possible but will add additional time. Nevertheless, your designated talent will work as swiftly as possible, and some plans include expedited turnaround.



Turnaround times

Good things take time

The time it takes to build a learning solution depends on many variables. How stable is the content? How much of the content is reusable vs. new build? Do SMEs have capacity? Are the changes already clearly defined? These are just a few of the most common questions we ask our clients while trying to answer the age-old question of how long it will take. Our consultants work hard to maintain the pace of your environment and will partner with you to understand what's driving your dates and consult on what's possible. Depending on your subscription plan, you may enjoy the benefits of expedited or weekend turnarounds.

Client-provided equipment and access

Often, clients will request that consultants work behind their firewall for information security and file-sharing purposes, via either client-issued physical equipment (e.g. laptop) or a remote/virtual desktop. ttcinnovations is a trusted partner and good steward to ensure your access requirements are fully met and your equipment is cared for. Gathering information for IT teams is what we do to ensure a smooth working relationship!

Licenses

When using tools such as Vyond, we kindly request a client-provided license for the consultant or alternatively, a nominal fee will be added to your invoice to cover reassignment costs. For tools like Articulate, you have the option to include the consultant in your team/enterprise account or utilize their individual license for source link sharing. However, for tools like Assima, WhatFix, or Walkme, a client license is required as individual licenses are not available.

To prevent rework, we highly recommend confirming your preference upfront with your designated team.

How will consultants **work with my team?**

Teamwork makes the dream work

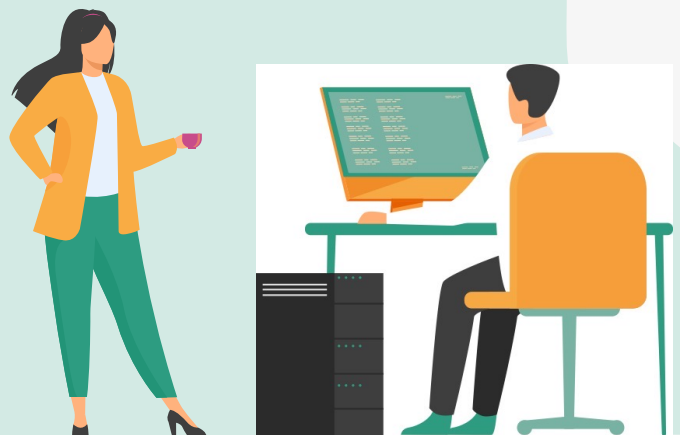
Effective team structure is key to achieving your goals and fostering collaboration. By understanding the dynamic project team structure, we can work together to ensure smooth coordination and successful delivery. Let's dive into the consultant/client responsibilities and explore how they contribute to overall success.

Working with subject matter experts (SMEs)

A large part of any successful project hinges on the relationship our consultants create with your designated subject matter experts. SMEs play a critical role by providing guidance, expertise, and context for content. Our consultants work hard to foster an effective and efficient partnership with SMEs by respecting their time, expertise, contributions, and communication style. SME interactions for projects vary depending on availability, project complexity, timeline, and SME preferences.

Customer support

We're here to support you every step of the way! For general inquiries or questions regarding your subscription plan, please contact support@ttcinnovations.com or reach out to your dedicated Success Partner. For questions related to specific projects and deliverables, please contact your Project Manager on Premium or higher plans and your dedicated Instructional Designer on Essentials plans.



Enterprise



*Client Primary Point of Contact

Requests and kicks off projects, oversees SMEs, and assists with approvals/reviews as needed



Client Success Partner

Primary point of contact for plan-related questions, ensuring goals are met, and tracking budget and hours usage



Project Manager

Oversees consultant team, conducts status reports, facilitates SME scheduling and client reviews, and ensures timely delivery of solutions



Learning Strategist

Crafts overarching instructional vision and develops effective strategies to enhance learning and development efforts, leading to optimized results



Instructional Designer

Consults on instructional approach, conducts SME sessions, and completes the successful design of desired learning solutions



Content Developer

Develops learning assets in adherence to client standards and preferences; ensures deliverables function properly as designed



*Client Subject Matter Expert

Provides guidance, expertise, and context to consultant instructional designers, content developers, and multimedia designers



Multimedia Designer

Consults with instructional designers and translates needs into strategic digital, video, and print assets



Quality Assurance

Ensures adherence to client standards, conducts functional testing and validation, including professional editing



*Client Reviewers & Approvers

Reviews and approves deliverables; typically, a lead reviewer consolidates group feedback for the consultant team

Premium



*Client Primary Point of Contact

Requests and kicks off projects, oversees SMEs, and assists with approvals/reviews as needed



Client Success Partner

Primary point of contact for plan-related questions, ensuring goals are met, and tracking budget and hours usage



Project Manager

Oversees consultant team, conducts status reports, facilitates SME scheduling and client reviews, and ensures timely delivery of solutions



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Essentials



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Ensures adherence to client standards, conducts functional testing and validation, including professional editing



*Client Reviewers & Approvers

Reviews and approves deliverables; typically, a lead reviewer consolidates group feedback for the consultant team

Client Success Partner and monthly reporting

Your success is our success

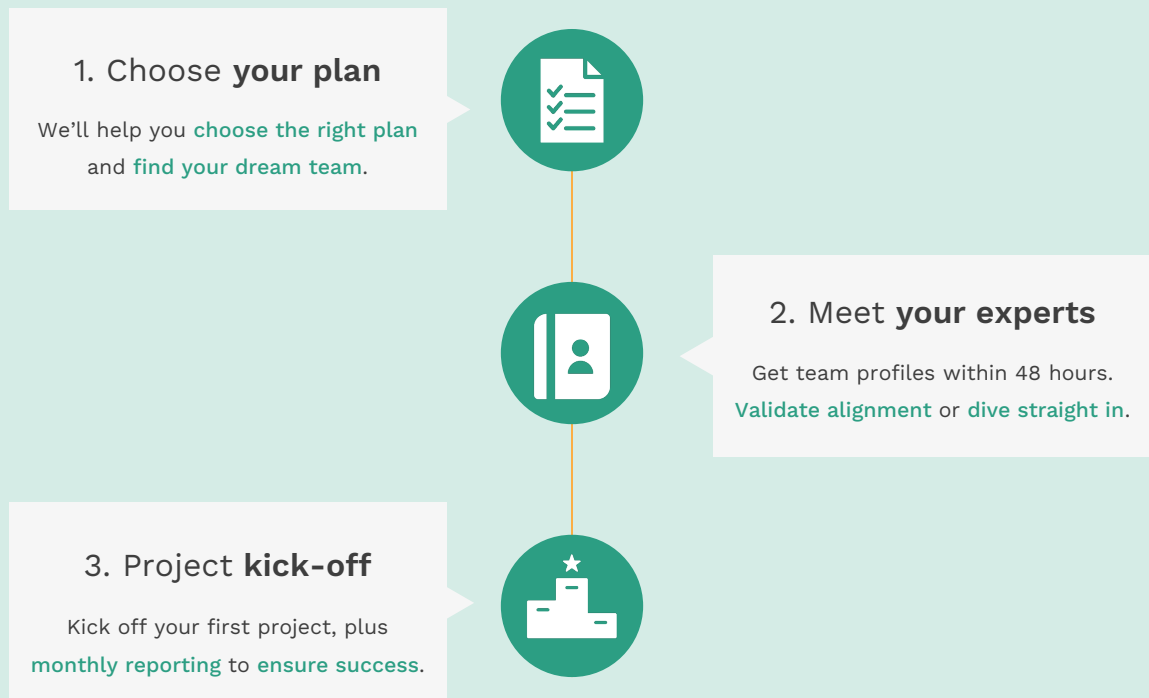
Your dedicated Success Partner will provide updates via email or your preferred method of communication, following your desired cadence (weekly, bi-weekly, or monthly). Status reports will encompass subscription utilization, KPIs, goals and objectives, and feedback monitoring. They will also cover deliverables, project updates, and hour utilization tracking in relation to your chosen subscription plan.



How do I **get started?**

Schedule a free consultation with us to see if subscription learning services are ideal to meet your needs. If not, we'll let you pick our brains for alternative ideas. If there's alignment, getting started is as easy as 1, 2, 3!

It's as easy as **1, 2, 3!**



Setting the stage for your internal team

1. Determine a primary point of contact — We recommend that you prepare points of contact who will be aligned with projects and deliverables through ttciInnovations.
2. Sample profiles — We'll provide profiles of your designated consultant team that you can share with your internal team to facilitate introductions.
3. [Project kick-off template](#) — We recommend sharing our project kick-off template with your team to define expectations and ensure a successful collaboration.
4. Share this guide — including our helpful onboarding checklist below!

Onboarding checklist to optimize success

We recommend the following helpful checklist to onboard your designated consultants and set everyone up for success! We welcome you to share this onboarding checklist with the point of contact who will work directly with your consultants and your internal team, as it sets the tone, clarifies expectations, and ensures collaborative success!

Access and equipment:

- ☐ Request consultant remote access (can take up to 4+ weeks so we suggest requesting ASAP).
- ☐ Request consultant equipment (can take up to 4+ weeks so we suggest requesting ASAP).
- ☐ Send equipment and access notification to ttCInnovations Success Partner (we'll manage secure tracking, including successful delivery and returns).
- ☐ Request consultant email.
- ☐ Grant consultant access to document repositories and learning or content management system(s).

Tools and licenses:

- ☐ Add consultant to necessary communication and project management tools (Zoom, Asana, etc.).
- ☐ Request consultant license for necessary content development tools (Vyond, Articulate, etc.).

Brand assets, standards, and templates:

- ☐ Compile and share brand standards and assets (style guidelines, logos, fonts, iconography, approved stock media, etc.).
- ☐ Compile and share design/development templates (DDD's, storyboards, wireframes, etc.).
- ☐ Share style and voice preferences (imagery do's and don'ts, characteristics such as whiteboard, cartoon, modern, etc.).

Processes and preferences:

- ☐ Culture preferences (core values, ways of working, etc.)
- ☐ Communication preferences (email, instant message, video on/off for conferencing, etc.)
- ☐ Recurring or stand-up meeting and expectations
- ☐ Standard working hours, as appropriate
- ☐ Learning preferences (modalities, ADDIE/Agile/Scrum, methodologies, approaches, etc.)
- ☐ Process preferences (working with SMEs, calendar sharing, project kick-offs/close-outs, status updates, loading deliverables, etc.)
- ☐ Preferred deliverable review and approval process (who should be included and who has approval authority)
- ☐ Examples of completed deliverables to clarify expectations

Introductions and kick-off:

- ❑ Conduct internal conversations to prioritize your needs and initial projects. ([Our Learning Strategists can help!](#))
- ❑ [Request your initial project and load up your queue.](#)
- ❑ Share consultant profiles with your internal team and conduct introductions.
- ❑ Conduct an initial project kick-off to ensure success.
- ❑ Establish your preferred cadence for check-in and reporting with your ttc Success Partner.



How do I share files with my team?

Security is our middle name

Secured file sharing with your designated consultant team is essential. Many clients grant our consultants access to their internal repository for convenience. If providing access to your internal folders and files isn't possible, here are a few of our favorites to consider:



- ✓ Box
- ✓ Dropbox
- ✓ WeTransfer
- ✓ OneDrive
- ✓ SharePoint

As needed, we are also happy to provide a private SharePoint or Dropbox repository to transfer files securely between you and your consultant team.

What types of files are accepted?

Acceptable file formats for eLearning, paper-based solutions, and multimedia assets include:

- ✓ Adobe Illustrator source files (.AI)
- ✓ Adobe Photoshop source files (.PSD)
- ✓ Adobe InDesign source files (.INDD)
- ✓ JPG, PNG, TIFF, and GIF image files
- ✓ PDF, EPS, and SVG vector files
- ✓ After Effects source files (.aep)
- ✓ Video files (.mov or .mp4)
- ✓ Storyline and Rise source files (.story, .swift, .html, .scorm)
- ✓ Lectora source files (.awt)
- ✓ Microsoft files (.docx, .pptx, .xlsx, .mpp)
- ✓ Subtitle source files (.srt)
- ✓ Audio source files (.wav, .mp3)

How to prepare your brand files

Preparing your brand files is an important task to ensure efficiency for teams leveraging your company's branding assets. Here's a sample folder structure:



- ✓ Guides
- ✓ Fonts
- ✓ Logos
- ✓ Patterns
- ✓ Elements
- ✓ Color Palette
- ✓ Icons
- ✓ Templates/Collateral
- ✓ Website

For clients who don't already have a unique file organization process for consultants to follow, we've developed our signature "tried and true" [file management process](#) for optimal version control.

File management tips:

- Use a standard file-naming convention (e.g. 01_Module title_DDD or 02_Module title_PPTFG).
- Daily upload of the work-in-progress file is required. Files are uploaded to the application phase folder (Analysis, Design, Development, etc.).
- Check-in comments ensure other designers and developers know directionally where things are at (e.g. ready for development, ready for client review, etc.).
- Your completed files will be returned using your preferred file transfer method.

We strongly discourage attaching files to emails or instant messages for security purposes.

Our consultants must consistently use secure repositories, like our SharePoint sites, as per our General Services Agreement. Failure to comply will lead to disciplinary action, potentially impacting their collaboration with you.

How do reviews and approvals work?

It's essential for clients to have the opportunity to review consultant work at various stages of the effort. Clients will determine the type(s) of review needed and who the required reviewers and approvers are (see our [Project Kick-Off Template](#)). Standard review cycles include alpha, beta, confidential, and legal. Your designated Project Manager or Senior Instructional Designer will work directly with you to understand your company's requirements and work hard to meet them. Many of our clients have found success using our [Client Feedback Template](#) for organizing and validating SME feedback.

Our standard review process

Initial design content review: The intention of this review is to evaluate the integrity of the content. Formal QA evaluating grammar, spelling, syntax, and functionality is also conducted. Functional review of programmed deliverables is completed after content review.

Review process:

1. Senior ID or PM sends deliverable for review.
2. Client reviews content and provides feedback.
3. Client consolidates feedback and sends it back for edits.
4. Senior ID implements and resolves feedback, sends back to the client for final review.
5. Client validates the feedback to ensure goals are met.

Standard review cycles are 48 hours (excluding legal/compliance), though largely depend on the volume of feedback requested.

In general, it is swifter and more affordable to make changes in design than development. We encourage including any legal or compliance reviews at this stage to prevent rework.

Validation and functional review:

1. Senior ID or PM sends programmed deliverable for review.
2. Client reviews functionality and provides feedback.
3. Client consolidates reviewer feedback and sends it back for edits.
4. Senior ID implements and resolves feedback.
5. Client validates the feedback to ensure goals are met.

WHY WORK WITH US?



We
believe
learning
matters.

Everyone deserves the opportunity to **grow**
– leading to a fulfilling life and a positive
impact on the world.

We are dedicated to empowering
companies to create impactful learning
experiences that drive change.

When you're looking for your next great contributor to
create learning that matters,
we're here to help every step of the way.

The **ttc** Difference



We've got your back

Quality results
you can count
on, **every time.**



Your success is ours

We're with you
every step to
ensure success.



Peace of mind

With pre-vetted
experts, **get the
job done right.**



Satisfaction guaranteed

We'll do **whatever
it takes to make
it happen.**

Innovation by the numbers

98%

US-based
talent

22 YRS

Leader in
recruiting and
resourcing
learning talent

50+

Over 50
industries
served

97%

Success rate
on the first
match

48 HRS

Average time
to match with
team

98%

Successful
customer retention

How do I convince my boss?

Ready to make the case for subscription learning services for your organization? We've got you covered with our comprehensive checklist and a helpful email script designed to make a compelling case for subscription learning services.

Step 1: Demonstrate ROI

- ✓ [Provide case studies.](#)
- ✓ Gather testimonials.

Step 2: Explain the benefits

- ✓ [Download the flier.](#)
- ✓ [Share the webpage.](#)

Step 3: Evaluate costs

- ✓ [Download the pricing matrix.](#)
- ✓ Compare expenses: [FTE vs Consultant Cost Calculator](#)

Step 4: Plan for implementation

- ✓ [Book a free consult](#) – *we'll help you craft a clear path with detailed steps to integrate a new vendor and subscription learning services into your organization.*

Step 5: Present your proposal

- ✓ [Download the email script.](#)

Step 6: Address questions/concerns

- ✓ Share this eBook.
- ✓ [Subscription Learning Services FAQs](#)

Additional resources

- [How to Evaluate and Influence Training & Staffing Vendor Selection](#)
- [How to Meet Your Goals with Consultants](#)
- [The True Cost of Hiring Employees vs. Consultants](#)

FREE week offer!

Try a risk-free trial and see for yourself!

We understand the significance of matching the right talent to your organization's unique needs and environment. The trial offers an opportunity to access our talent pool **at no cost** and test drive the designated team, with no obligations attached.

Throughout this trial period, clients can immerse themselves in working with their designated team, validating alignment, and ensuring a successful partnership. This empowers clients to get a genuine feel for the collaboration and the potential for success, enabling them to make an informed decision about moving forward with our subscription learning services.

Ready for *risk-free*?

To access your free trial or get answers to any other operational questions, simply [book a meeting](#) with us to get started.

