



THE LEARNING DOCTORS

Course Guide

www.thelearningdoctors.com

**"We need to bring learning to people
instead of people to learning."**

This quote is by Elliot Masie, an educational technology expert and the person credited with coining the phrase 'eLearning'. Never has the thought behind this quote been more important than it is today.

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Why the Learning Doctors?

The Learning Doctors are a group of expert facilitators, trainers and consultants with unrivalled experience in developing and delivering training around the world.

With the combined experience of decades of building and delivering face to face and online training for some of the largest brands in the world, the team at the Learning Doctors can help with all aspects of L&D, both online and face to face, whether the business already has systems in place or is making the move to do so for the first time.

We came together as a collective, over 4 years working as facilitators together on Google's Digital Marketing Transformation labs, and we all bring experience in a range of sectors and media.

We are based in various countries in Europe and the Middle-East, and come from different national, cultural and professional backgrounds. We can train in several languages such as English, French, Spanish, German, Dutch, Swedish, Danish and Arabic. We have educated tens of thousands of people in more than 40 countries across the world, and are experts in intercultural management.

Online delivery experts, top end public speakers, business school lecturers and hands-on do-ers who know how to teach, that you would normally see at the world's most credible events.

All here to help enhance and deliver your material for you. You will struggle to find a stronger pool of talent.

Customised Course Development

The primary objective of The Learning Doctors is to provide you and your business with the best virtual training possible. To achieve this, we consider a number of key questions when creating the best courses for you and your business.

Why?

Assess and review the business's approach to learning and development

- ❑ Audit and analysis of in-house programme, events, materials and planned learning outcomes.
- ❑ Briefing from client L&D stakeholders on company training vision, priorities and requirements.

Who?

Understand the expectations and needs of the business and staff

- ❑ Interviews with key members of management, divisions and teams.
- ❑ Needs and gap analysis.
- ❑ Workshop and prioritisation session.

What?

Develop tailored learning programme

- ❑ **Set objectives**
- ❑ **Learning journeys design**
- ❑ **Content development planning**
- ❑ **Establish evaluation and metrics**

Analysis and Course Development

How?

Set up remote delivery and participation

- ❑ Techniques and skills
- ❑ Platform expertise and selection
- ❑ User interaction and involvement capabilities

When?

Plan the learning programme

- ❑ Roadmap with relevant sessions, events, dates and times
- ❑ Cross co-coordinate with all stakeholders
- ❑ Communicate to all attendees



Courses available now

Digital transformation strategy (14 hours)

In this programme, attendees will learn how to create a digital transformation strategy that can be used in the real world by leaders and managers. It covers a number of key subjects, and integrates these to provide a cohesive plan for those who want to transform their businesses for success in the digital economy.

- Digital Transformation Framework
- Planning the roadmap
- Building a digital first culture
- Innovation and its impact
- Using Data for change
- Disruption
- Using Agile
- Customer Centricity

Brand Management in a digital world (14 hours)

Brands must now deal with the speed of change due to digital in order to survive and thrive. This programme covers the methods that should be used by Brands to dominate their sector in the ever changing digital environment.

- The evolution of the Brand
- Brands and Value Creation
- Brand Equity
- Differentiation
- Brand Positioning
- Launching a Brand
- Brands and digital
- Brand nurture

Leadership, Innovation and the Future (14 hours)

This programme has been created specifically for leaders and managers within an organisation who wish to gain an in-depth understanding of innovation and its impact on the marketplace as well how to make the most of recent innovations and changes as well as plan for the future.

- Managing change
- The impact of technology
- Changes in customer behaviour
- Growth hacking
- New business models
- Future proofing a business
- New organisational structures
- The power and value of data

Digital Marketing Fast Track (30 hours)

This Digital Marketing Fast Track programme covers the key areas in digital marketing and how to create and implement a successful online strategy. It also looks at the current and future trends in digital marketing. The course considers multiple channels and explains how these are integrated to create impactful Omnichannel campaigns to build awareness and grow sales.

- Planning and strategy
- Paid and Display
- SEO
- Paid Search using Google Ads
- Social media marketing
- Content Marketing
- Email marketing
- Analytics

Marketing to the Connected Consumer (12 hours)

The Marketing to the Connected Consumer programme provides a solid understanding of the current challenges in marketing and how to overcome them. It takes attendees through the process of how to market effectively to the new consumer.

- Segmentation and Personas
- Micro Moments
- Mapping the customer journey
- App vs Sites
- Mobile and User Experience
- Content and Creative
- Measurement
- Harnessing the future of Innovation

Best Practice in Social Media Marketing (12 hours)

The Best Practice in Social Media Marketing programme teaches participants the techniques and tools needed to understand and harness the opportunities provided by best practice in social media marketing. Students will learn how to leverage their company's presence on social media platforms to generate more connections, build customer relationships and boost profits.

- The core principles of best practice
- Creating a plan
- Building and managing communities
- The social media marketing toolkit
- Influencer Marketing
- Maximising engagement
- Crisis management
- Measuring success



Courses available now

Search Engine Optimisation (7 hours)

The SEO programme helps students achieve a comprehensive understanding of the principles of SEO and how to use techniques to rank at the top of Google and other major Search Engines. At the end of this module students will be able to build a competitive SEO strategy.

- The evolution of SEO
- The key elements of good SEO
- The process of SEO
- The tools used for SEO
- Keyword and competitive analysis
- On page and technical SEO
- Off page SEO, back links and outreach
- Measurement for SEO

Google Ads for Leaders and Managers (7 hours)

The Google Ads for Leaders and Managers programme provides a strategic overview of using Google Ads to build awareness and sales. It covers the most important areas of Google Ads to provide and inform those who need to manage digital teams or work with agencies.

- The pros and cons of Google Ads
- Building a robust strategy
- Account structures
- Targeting the best keywords
- Quality Score
- Successful bidding strategies
- Remarketing
- Successful measurement

Content Marketing (7 hours)

Content marketing is the most effective method of building brand loyalty and growing sales for any business. In this programme students will learn how to use content to build brand awareness and create loyal customers. All the main content format will be covered and the programme includes a wealth of strategies, hints, tips and resources.

- Content strategies
- The key elements of persuasion
- Creating a content schedule
- Generating ideas and creativity
- Multiple formats and repurposing
- Content and automated marketing
- Storytelling
- Content Marketing integration



Courses available now

Agile Innovation (14 hours)

Agile and innovative solutions are critical to delivering digital transformation. This hands-on workshop enables leaders and their teams to develop the potential from creative and technological innovation. It encompasses techniques for building a more agile organisation and practical tools that enable the rapid implementation of transformative projects.

- Trends and context
- A framework for agile working
- Reframing business challenges
- Creating a roadmap and vision
- Move faster by being adaptive
- Work collaboratively and under pressure
- Identify and prioritise agile projects
- Putting them into practice

Digital Strategy 360 (14 hours)

This workshop gives attendees an overview of the digital landscape, including key principles around data and customers, how channels fit together and how to create a plan that works.

- The tools for audience insights
- Digital planning and objectives
- Social data for content strategy
- Optimising content for retention
- Identify and liaise with social influencers
- Message amplification through media
- Identifying KPIs for business return
- Segmenting and targeting for success

Outside In Thinking (6 hours)

This workshop focuses on developing a customer-centric approach on how to plan communication and marketing.

- Empathy maps for customer types
- Data and tools to validate personas
- Methods to connect with segments
- Build customer journeys
- Analyse Gaps and opportunities
- Activities and content to improve the funnel
- Segment audiences for personalisation
- Team innovation and idea creation



Courses available now

The Future of Content (8 hours)

This workshop gives attendees a view into the future of content and transports them, to 2025. A time when mobile will be ubiquitous and consumers will be surrounded by AI, smart speakers, VR and immersive video experiences. A time for which, businesses should start preparing now.

- Emerging human behaviours
- Using behavioural insights
- New content for the new consumer
- Create improved experiences
- Move from text only to rich media
- The power of video
- AR, VR and 360 video in social media
- Continuous improvement for success

Master Social Video (6 hours)

In this exciting workshop attendees will learn how to plan and create video content to engage future and existing customers on social media. By the end they will be able to do the following:

- Understand what customers want,
- Know ways to gain deep insights
- Use social listening and other tools
- Create a content calendar
- Bring out creative ideas
- Understand production
- Work in an efficient and directed way
- Put in place the right metrics

Social Media Advertising (3 hours)

This workshop shows attendees how to plan and create Facebook campaigns, from writing copy to choosing the right formats, to optimising ads. They will learn to do the following

- Target with Facebook Insights
- Write impactful copy
- Choose the right creative
- Use Facebook Ad Manager
- Create audience types
- Use retargeting
- Optimise content
- Analyse and measure

Who we've worked for



Below are just some of the brands that the Learning Doctors have worked for.



Next Steps...

As well as the courses listed in this document which are available immediately, we have many others for immediate delivery across a broad range of subjects. We can also create and customise courses especially for your business based on factors such as audience, sector, location and culture.

For a **free** sixty-minute consultation, email us now at contact@thelearningdoctors.com lpme@thelearningdoctors.com