

E-learning project brief

One page to fill in before anyone builds a lesson. Hand it to your own team or to a studio, and you will get the same questions answered once.

1 The project

Course name

Owner, and who signs it off

Go-live date

And why that date: audit, new site, season

Subject experts and their hours

Name, role, hours per week they can give

2 The people who will take it

Roles and how many people

e.g. 120 forklift drivers, 14 shift leads

Languages they read best

Not the company language: theirs

Where and when they learn

☐ Office
 ☐ Warehouse or yard
 ☐ On board
☐ At home
 ☐ In a break

Device and signal

☐ Own phone
 ☐ Company phone
 ☐ Shared computer
☐ Weak or no signal

3 What must change

After this course, people can...

Actions you can watch on the job, not "understand" or "be aware of"

The mistake that costs the most today

How you will know it worked

A number you already track: errors, incidents, time to competence

4 What you already have

Source material

☐ SOPs
 ☐ Slide decks
 ☐ Videos
 ☐ Photos of the site
 ☐ Forms and checklists
 ☐ Exam questions
☐ Nothing written yet

5 Format and delivery

Length

☐ Short lessons, 3 to 7 min
 ☐ One course, under 1 hour
☐ A programme

Video or narration

☐ Yes
 ☐ No
 ☐ Narration only
 ☐ Not sure

Where it will run

☐ Our LMS:
 ☐ Hosted for us
 ☐ Not decided

Proof needed

☐ Completion
 ☐ Score and pass mark
 ☐ Certificate
☐ Refresher date

6 Budget and sign-off

Budget range

Signed by, date