



Developing Module Based Training

Courtney Sembler - HubSpot Academy



Today's Intention

Summarize the value of modular-based content for your organization, customers, and leads. Identify the frameworks and provide examples of how to build modular based content to help your organization grow better.





Today is going to be interactive

1. What educational content have you consumed recently?
 - a. Maybe learning about going remote?
 - b. Exploring new skills to gain?
 - c. How to bake banana bread?
2. Where have you been consuming it?



Agenda

- What is modular content?
- Framework for modular content creation
- Putting it all together
- Resources

Introduction



COURTNEY SEMBLER

Senior Team Leader,, HubSpot Academy

HubSpot Academy

HubSpot Academy is the worldwide leader in free online training for inbound marketing, sales, and customer service professionals.

We specialize in comprehensive certifications, singular topic courses, and short lessons for professionals looking to grow their career and business.

The HubSpot Academy team purpose is to educate and inspire people so that we, together, transform the way the world does business.





The foundation of HubSpot Academy is helping HubSpot customers **grow better.**

[Contact](#) [Conversations](#) [Marketing](#) [Sales](#) [Service](#) [Reports](#)

[Catalog](#) [My learning](#) [Favorites](#) [My team](#) [Partner training](#) [Software user guide](#)

HubSpot Academy

Take your professional skills to the next level with free online training from HubSpot Academy

Categories

- Marketing
- Sales
- Service
- Website Design
- Web Development
- Data Privacy

HubSpot Software

- Marketing Hub Tools
- Sales Hub Tools
- Service Hub Tools
- CMS Hub Tools
- Developer Tools

Ready to jump back in, Eric?

HubSpot CMS for Developers

2 hours left

Managing your HubSpot Account as an Admin

3 hours left

Recommended for you

Because you took [An Introduction to Data Visualization](#), [Welcome to HubSpot Academy](#), and [Social Media Content Calendar](#)

Conversations with Ads Experts: Ben Donahower

LESSON
1 hour

Inbound and advertising go hand-in-hand. But, it wasn't always that way. We sat down with Ben Donahower, a marketer from No

Getting Started With the HubSpot Community

OTHER
LESSON
16 minutes

The mission of the HubSpot Community is to provide users with a place to ask questions, find answers, and engage with professionals

Social Media Calendar Template Tutorial

MARKETING
TEMPLATE
11 minutes

Download the free template then watch this tutorial to learn how to manage and plan your social media content using this free HubSpot

[See all](#)[Help](#)



Discussion

Add into the chat:

- What is something you hope to learn today?
- What type of online learning do you and your team produce?





Modular Content

MODULAR CONTENT

Modular content, or 'atomic' design as it's sometimes known, is the process of creating modules of content to be assembled in any way the user requires.

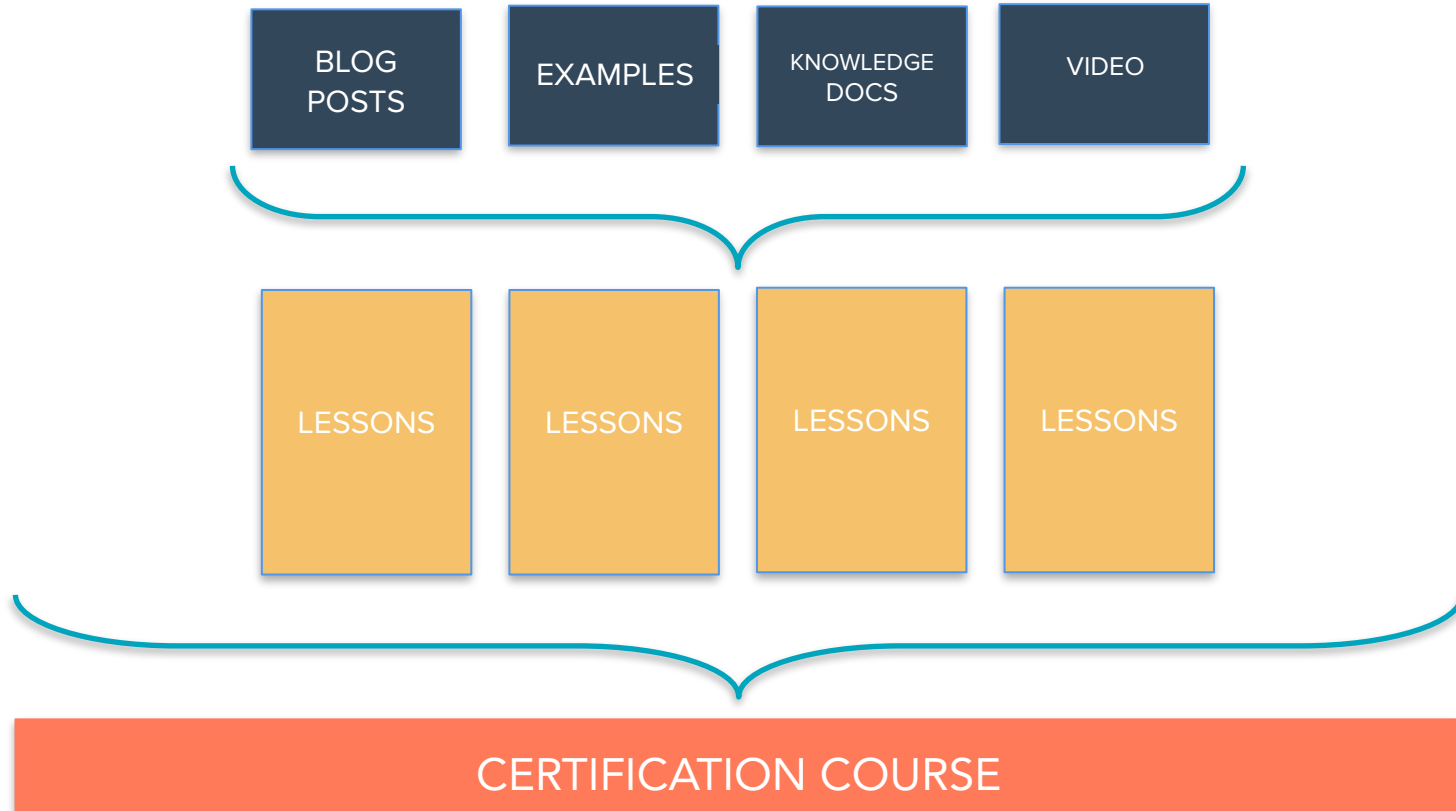


EXAMPLE: HUBSPOT ACADEMY

HubSpot Academy modular content is a collection of our learning resources developed as a single learning object. Each learning object functions like a building block independent and self-contained but can be paired with other modules to make up certifications and courses.



EXAMPLE: HubSpot Academy



Why is modular content important?

1. Customization at scale
2. Repurposed content enables your content catalog to grow
3. Benefits for being able to localize your content into other languages and formats



Framework

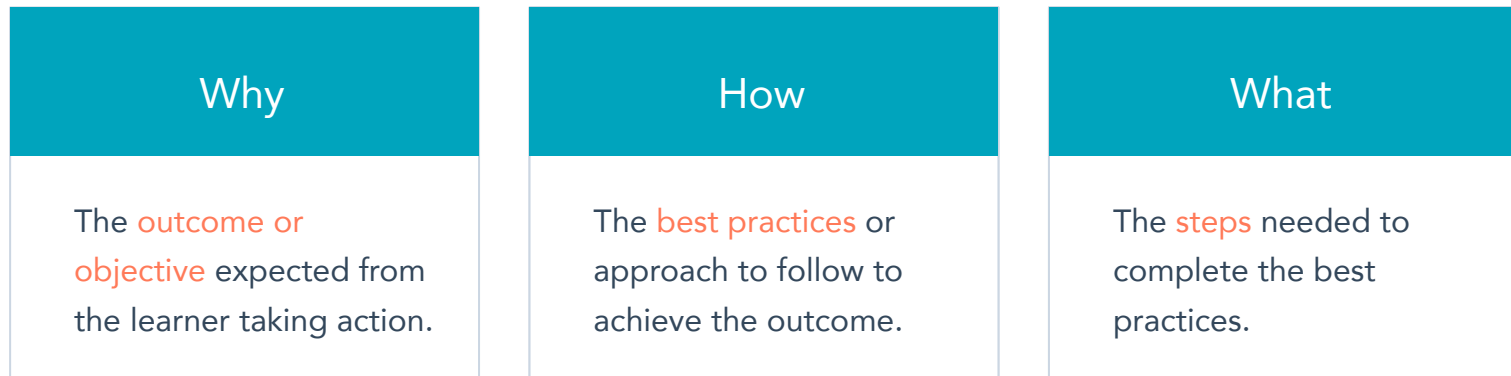
The background is a dark blue field with several organic, wavy shapes in orange, teal, and yellow. The word "Framework" is centered in white.

Why is having a framework important?

1. Enables multiple instructional designers, educators, or content creators to develop consistency in your content by enabling them with the same framework
2. Support localization efforts at scale
3. Creates consistency in your content for learners



Developing a Learning Experience in Your Content



WHY, HOW, WHAT Framework for developing an experience for your learners.



Why

The **outcome or objective** expected from the learner taking action.



Why something is important is the most critical piece of modular content.

A clear understanding of WHY a concept is key can be used in multiple assets across your catalog and can often be the most repurposed of your content.



How

The **best practices** or approach to follow to achieve the outcome.

How will be contextual for what you are teaching.

Keeping this section of your learning short and actionable will be key for your learners. It may not be repurposed as often but in modular training the HOW will be the core of what pulls the pieces together.



What

The **steps** needed to complete the best practices.

WHAT is your shortest piece of content and often can be a product or service tutorial.

This can often be used by changing out the HOW that comes before.

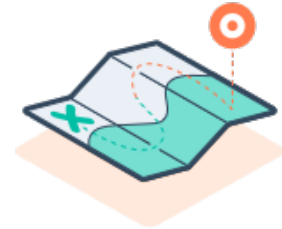




Pulling it together

Learning Objectives

1. Tells the learner (your prospect, lead, or customer) where they are going
2. What will they achieve going through this content
3. Set them up for success and to achieve results



Learning Objective

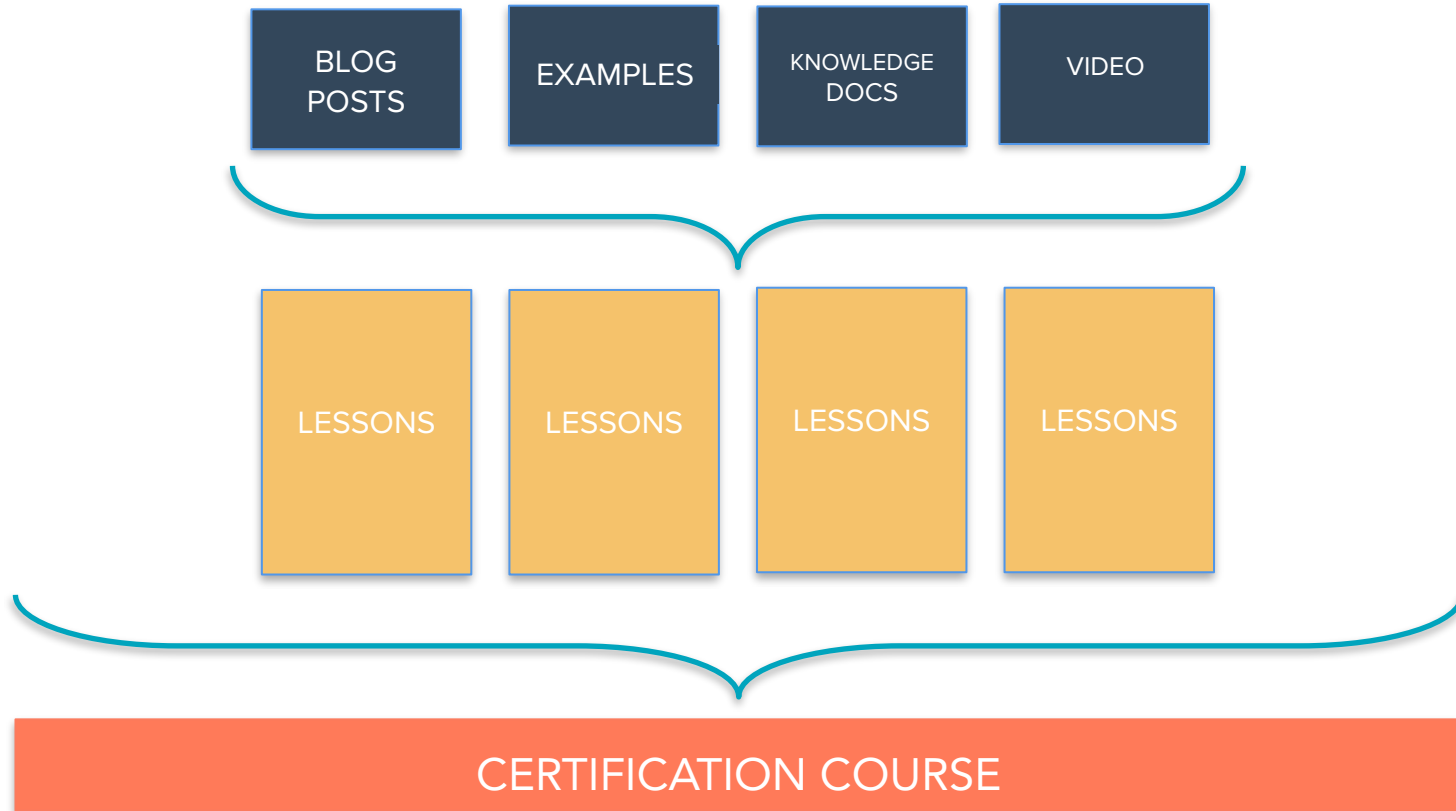
Example: The learner will be able to **describe** the importance of email marketing and **distinguish** what makes an inbound email marketing strategy.



Bloom's Taxonomy

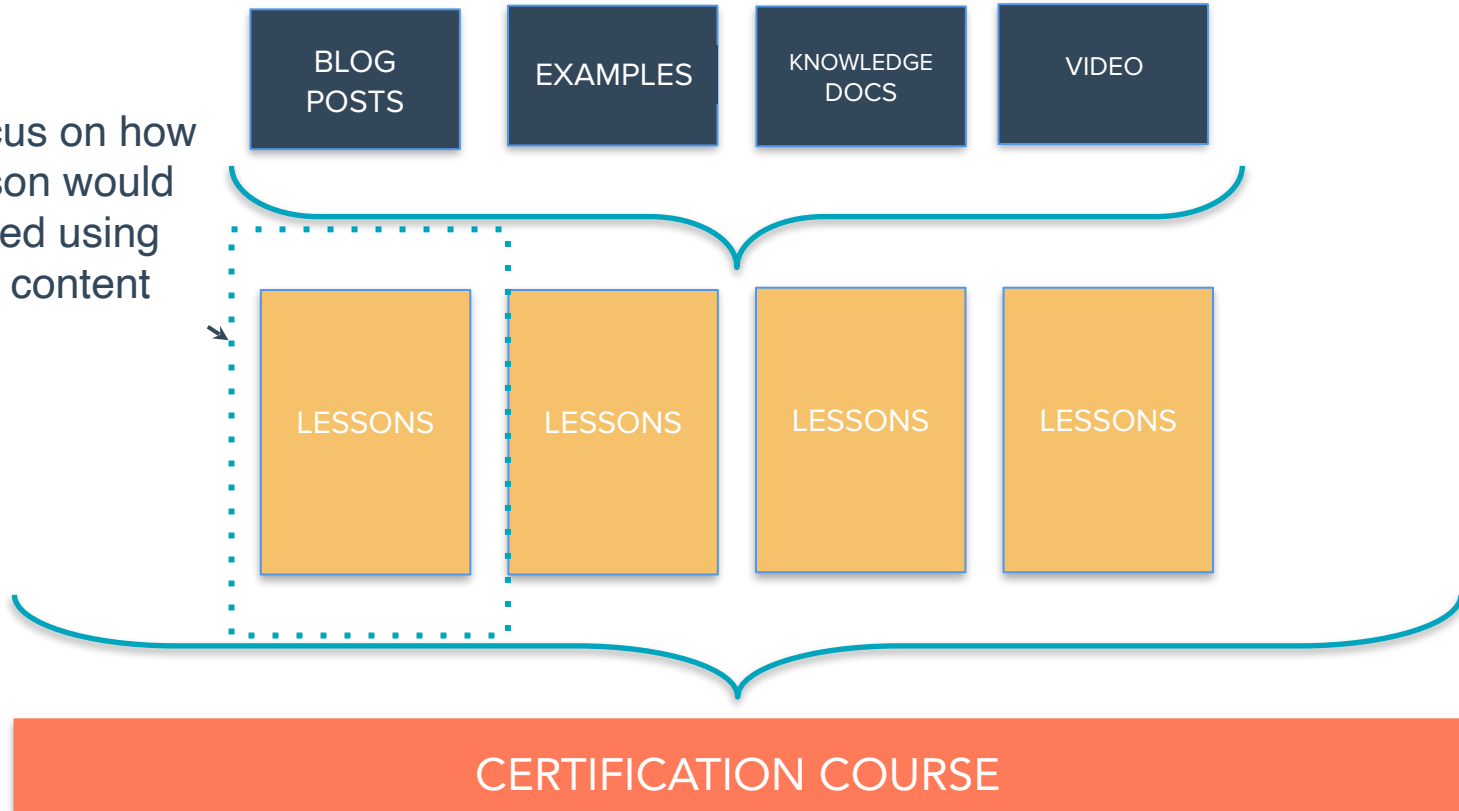
Knowledge	Understand	Apply	Analyze	Evaluate	Create
Define Identify Describe Label List Name State Match Recognize	Explain Describe Interpret Paraphrase Summarize Classify Compare Differentiate Discuss	Solve Apply Illustrate Modify Use Calculate Change Choose Demonstrate	Analyze Compare Classify Contrast Distinguish Infer Separate Explain Select	Reframe Criticize Evaluate Order Appraise Judge Support Compare Decide	Design Compose Create Plan Combine Formulate Invent Hypothesize Substitute

EXAMPLE: HubSpot Academy



EXAMPLE: HubSpot Academy

Let's focus on how one lesson would be created using modular content



WHY

HOW

WHAT

✓ Understanding the Buyer's Context ✓

5 Videos | Total: 33 minutes

- ✓ Why Do You Need a Qualification Framework?
4 minutes
- ✓ Starting an Exploratory Call
5 minutes
- ✓ Exploring a Prospect's Goals and Challenges
6 minutes
- ✓ Motivating a Prospect to Take Action
6 minutes
- ✓ Ending an Exploratory Call
10 minutes
- ✓ Quiz yourself
3 questions

Example

Pulling together the why, how, what framework into a lesson.

✓ Understanding the Buyer's Context ✓

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Example

Pulling together the why, how, what framework into a lesson.

Each of these videos can be used in other content!

What to do after this session

Develop modular based content for your learners



Perform Audit

Review the current content you have to see areas of opportunity.

Evaluate Objectives

Evaluate core objectives you are seeking to provide for learners.

Launch modular content lesson

Launch a modular content lesson and collect feedback from your learners.

Can be live or on-demand



What additional questions do you have?

- Add to the chat! We will follow-up with additional details.



Resources





Resources

1. [Grow Your Training Skills Course](#)
2. [Content Marketing Certification](#)
3. [Business Blogging Course](#)
4. [HubSpot Service Tools](#)
5. [Conduct a content audit](#)
6. [Blog Example](#)

A few additional resources

- Check out the Certification Courses from [HubSpot Academy](#)
- [ATD](#) Learning Design Content
- [HubSpot Community](#) - engage with fellow learners!

And HubSpot Academy is hiring! Let me know if you are interested!



Thank you

