

Business Context

In 2016, TD Insurance (TDI) began a giant transformational program to redesign its applications, change its products, revamp workflows, and enhance the way it serves customers. The Guidewire Platform Stack (GPS) Program impacts 48 job roles and thousands of employees. It's part of TD's Lighthouse initiative, designed to propel the organization to deploy Agile methodology while developing a new workplace skill-sets.

Agile Software Deployment

48 roles - 4 Regions



TD's L&D team engaged Tuesday Afternoon Media (TAM) to build the training solution. By the time it's complete, over 600 learning assets will have been created and tens-of-thousands of training hours completed. TD Insurance will have developed the capabilities to become a digital-first, Omni-channel insurer. Strategies developed throughout deployment are already being transferred to projects throughout the enterprise.

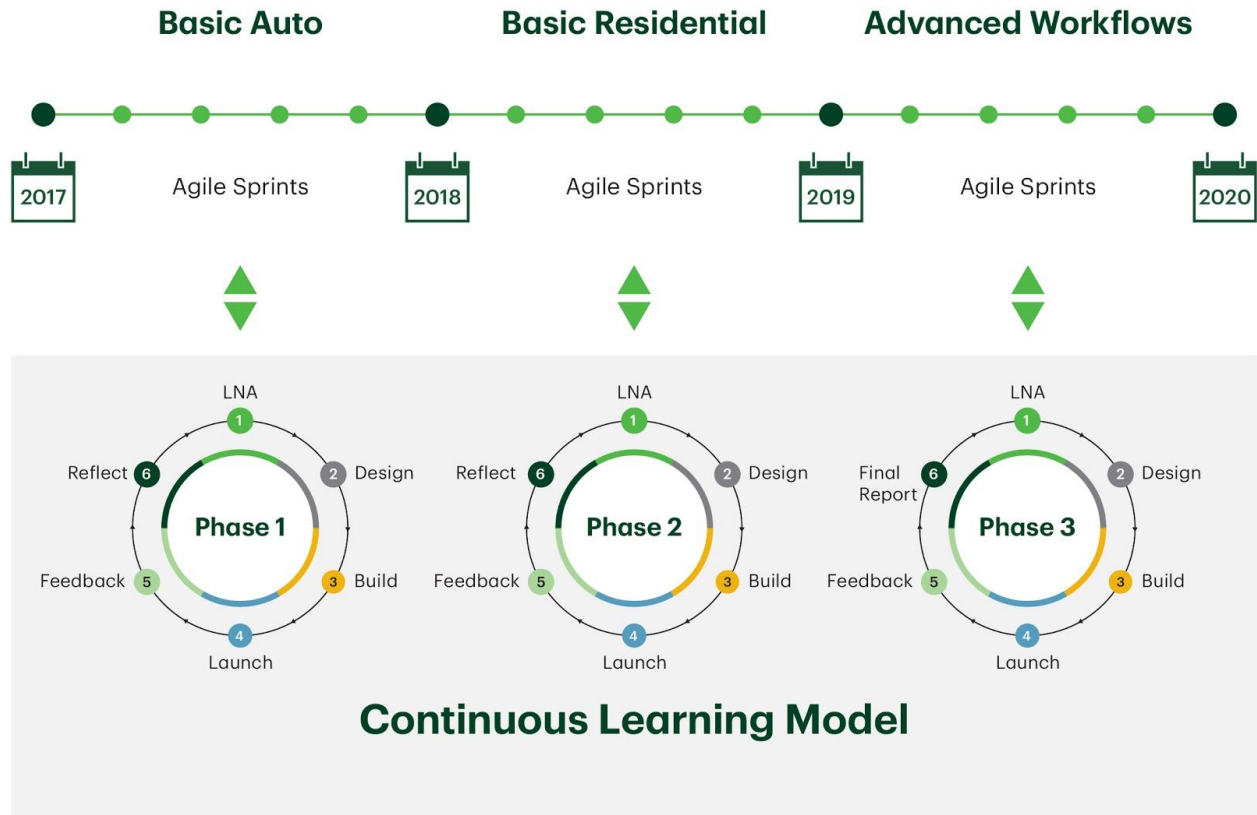
For an overview of our strategy and solution, we've put together a [three-minute video](#). Please view it before proceeding.

Project Strategy

Initially, GPS appeared to be a large-scale system migration combined with a product rollout. A two-month needs assessment revealed that its deeper objective was to revolutionize the way TDI engages customers. The software and products were being carefully designed to enrich and simplify customer experience, helping TDI capture more market share and strengthen their position as a leader in the industry.

Agile Training Development

48 roles - 4 Regions



We set out to radically transform the way training is built. Curriculum design, development, and rollout must be agile. Even more important, all training delivered over the four-year timeframe must keep learner impact top-of-mind. We designed a solution that ensured learners were provided with:

- **A supportive environment** that enables them to grow, learn, and build confidence throughout hand-on experience and reinforcement based on need..
- **An immersive experience** that places all learning in the context of real job activities using a fully simulated, interactive training environment.
- **Performance-focused material** that adapts to learner needs, targeting the most essential knowledge and skills that ensure optimal performance when back on the job.
- **Practice, practice, practice:** Data-driven, adaptive learning ensures practice activities are precision-tailored. Learners build capacity and confidence. No one is left behind.

Supportive Environment

The entirety of TD Insurance participated in the training program's preparation and rollout, which has contributed to its success in learner engagement and confidence.

- Communications and rallies prepared employees for what's to come, setting a positive tone of openness, engagement, and collective purpose.
- Partnership with dozens of stakeholders ensured decisions were made thoughtfully and efficiently.
- A strategic plan aligned the learner journey to an agile rollout of new systems.
- An online learning experience provided learners with a space to engage with all GPS material, while in-person, facilitator-led Genius Labs allowed learners to connect with peers, discuss concerns, and deepen their understanding.
- Town-hall-style symposium events were held regionally. They celebrated success and prizes, Kahoot activities, and reflective discussions

Immersive Experience

After years of working together on innovate solutions, TD and TAM arrived at a training model that **fully** immersed learners in the reality of job expectations. It included:

- A blended solution with online and in-person activities.
- Adaptive learning to support learners with individual needs.
- An online LearnPath that worked within the confines of the TD LMS to provide learners with a customized experience.
- Simulated but highly-realistic scenarios aligned to day-to-day activities.
- Digitized 'coach' characters that guide learners through new knowledge and skills, offer feedback and support to build confidence.
- Artificial Intelligence (AI) to generate incredibly realistic advanced activities so learners can practice soft skills with measurement and feedback of emotional intelligence.

Performance-Focused Curriculum

We interviewed 50 stakeholder groups to ensure a precise picture of optimal performance for all roles. The resulting design included:

- Clearly defined performance objectives identified and socialized across all groups before each phase of development.

- Learning assets that are bite-sized and modular, assigned based on need.
- Real-time, granular data tracking and analysis that informs the assignment of learning activities to ensure training drives performance with efficiency and precision.
- Training reports that allow support roles to understand the needs of each learner so they can provide immediate and meaningful support.

Practice, Practice, Practice

With a program of this length and complexity, practice activities must provide moment-by-moment support and feedback. We ensured that:

- All practice resembles the real demands of on-the-job experience.
- Practice activities are plentiful, guided and free-form, and assigned as needed, leveraging data and learner input.
- Outliers with significant trouble are meaningfully addressed. No one is left behind!

What We Built

Phase 1 Model: A Supportive, Immersive Experience

Phase 1 Training Model

