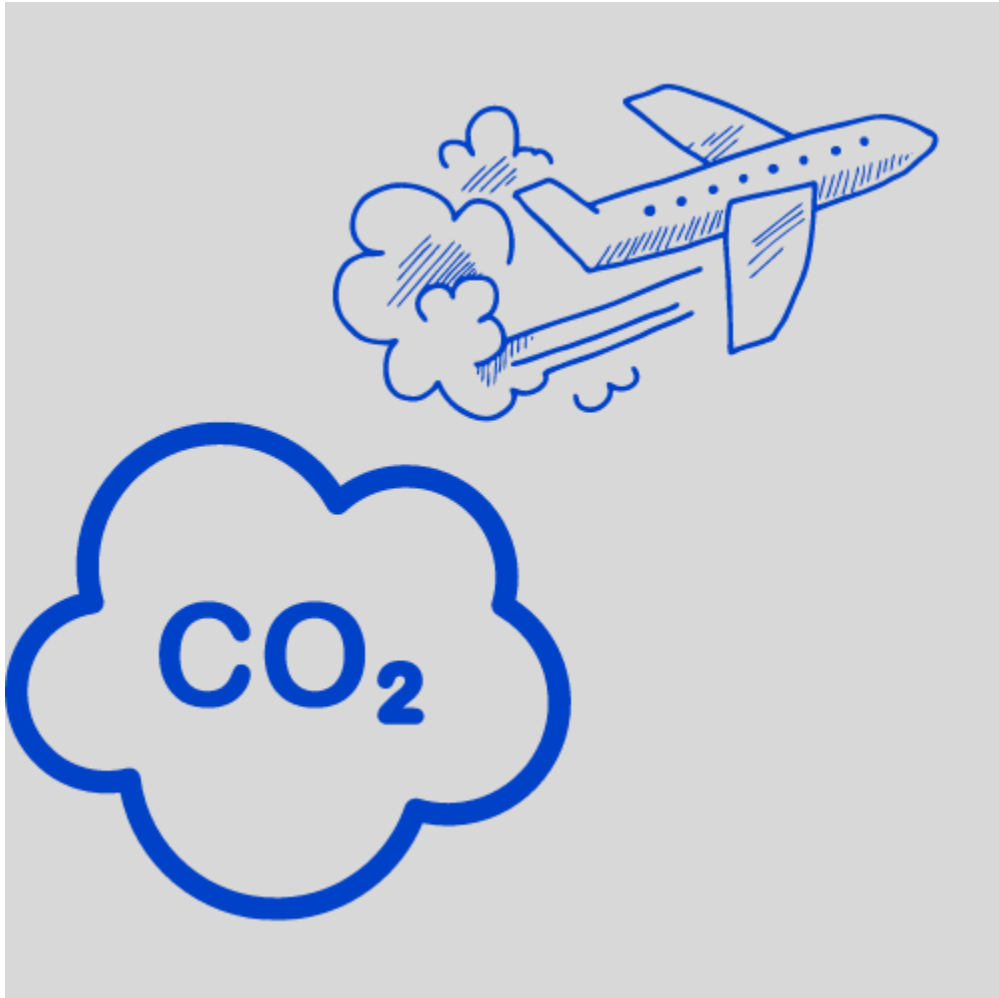


# Distance Assistance™

a **better** way to provide technical assistance



# International NGOs have a huge carbon footprint



Did you know that the average international NGO has an estimated carbon footprint of ~203 metric tons annually? That's a lot compared to the average person in the DRC, who emits 0.08 tons annually. We know that CO2 emissions are accelerating climate change, and we also know that climate change is hitting the most vulnerable populations the hardest. So, it's ironic that in our efforts to help others, we may actually be hurting them inadvertently in the process.

# We have learned to do things differently

The COVID-19 pandemic has forced us all to change the way we work, and our team was no different. We developed a blended learning approach to provide technical assistance to the global south, which we have field tested and refined over time. What we found surprising about this distance learning model is that learners actually retain more information than they do from traditional face-to-face workshop methods.

In this presentation, you will learn more about Distance Assistance (our methodology, some case studies, the company, and our team).

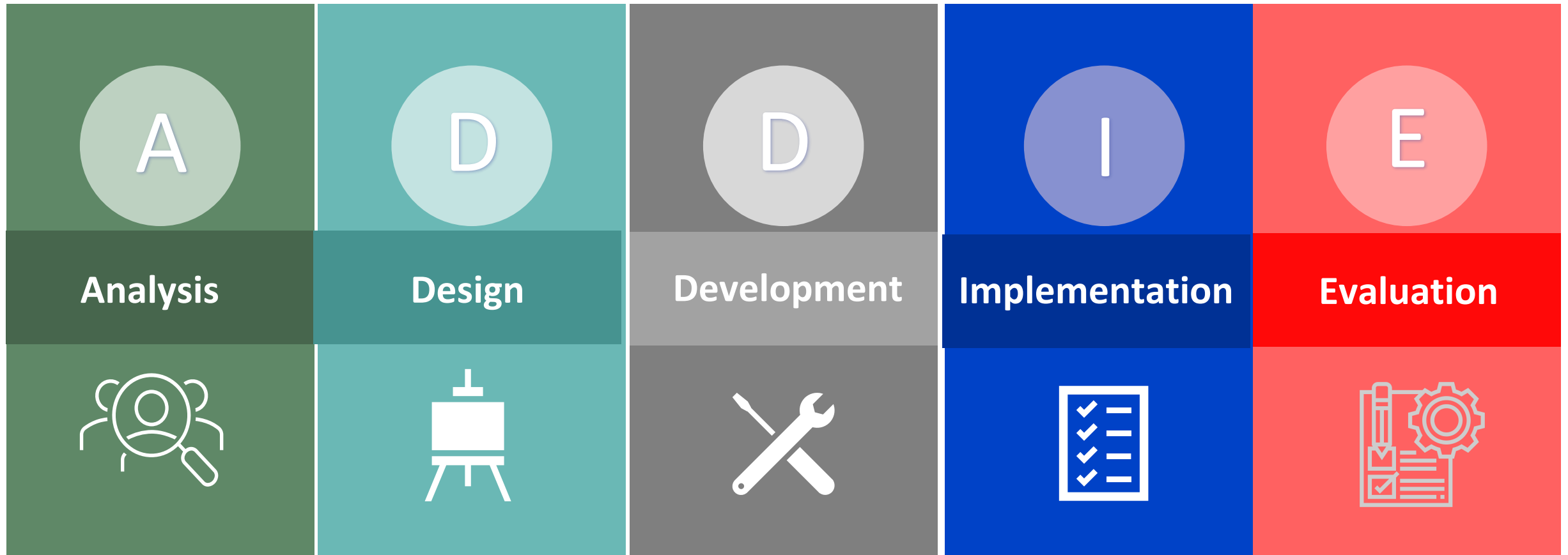


# Distance Assistance



# Our Methodology

When we design courses, we spend time getting to know the users. We look at how they usually receive information, their connectivity to mobile or internet services, etc. We also evoke marketing principles to develop a complete user persona. Following the ADDIE model, we develop effective blended learning.



A

# ANALYSIS

At the analysis stage, we gain a deeper understanding of the user and the technical assistance goals.



We specialize in working with SMEs to create custom courses that are designed to achieve specific goals. We use questionnaires for interviewing users/learners and gaining a deeper understanding of their needs. This allows us to create courses that can better meet the demands of those who will be using them.

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# DESIGN

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The majority of the work happens at the design stage, where we carefully co-create the course training strategy and foundation.

We plan how long, the goals, and the delivery of each training module.

# DEVELOPMENT

When developing the course modules, we spend time creating the best user experience.

We develop the modules and to the extent possible (depending on access issues), we will incorporate interesting elements such as gamification, videos, etc. We will also design an evaluation alongside this.

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# IMPLEMENTATION

Depending on the course format and client goals, our involvement in the implementation stage can be very hands-on. Often, though, the subject matter expert has a more significant role at this stage and we monitor the course and participant experience. Depending on the experience, we will adjust aspects of the training.



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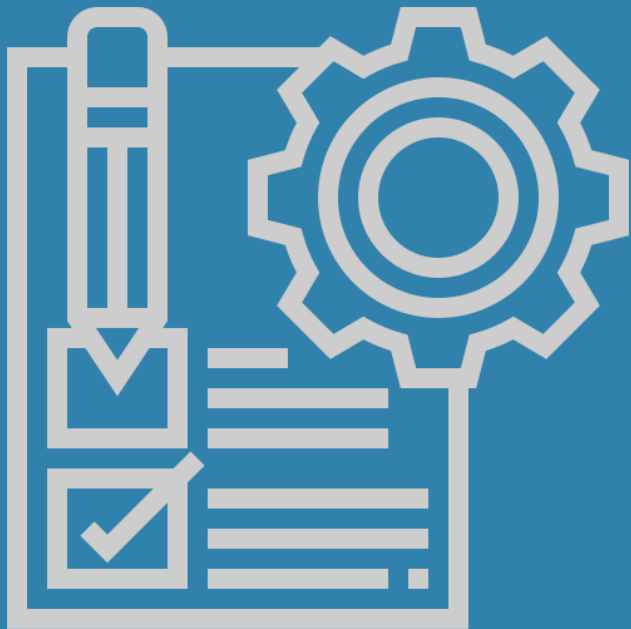
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# EVALUATION

We evaluate the quality of our blended learning courses by utilizing the Community of Inquiry Indicators - social presence, cognitive presence, and teaching presence. To measure the social presence, we work with in-country staff to develop country-specific benchmarks. For cognitive presence, we compare the results of pre-and post-tests. Because teaching presence can be subjective, we rely on feedback from anonymous learner questionnaires.



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# Results





# Case Study

Public Health



## BUSINESS NEEDS

This organization wanted to raise funds from the Gates Foundation for a global e-learning training. So, this assignment was in two sections: 1. to develop a strategy and course outline to gain the Gates Foundation's support. The second part of this assignment was to build a course for policymakers, doctors, and international experts.

## RESULTS

Through a series of 9 modules, over 100 users from Ministries of Health in over 12 countries have learned how to develop better National Strategic Plans.

## APPROACH



### Developed e-learning strategy per user

We looked at potential user personas and developed a learning strategy that would fit their needs.



### Developed a detailed course outline

Based on the training needs, learning objectives, and learner profiles (for each identified user) analysis, we developed a detailed course outline.



### Designed storyboard including learning activities

Developed a storyboard including the learning activities, exercises, assessments, visual design, and interface design. Identify the appropriate learning strategy for the different modules.



### Created e-learning modules and uploaded into LMIS

Developed 9 e-learning modules with multimedia elements to support the content. Created assessments to test learner knowledge.

# Module 7: Map, Visualise, and Interpret Data Along the Continuum of Care

75% COMPLETE

Objectives

Introduction

Case Mapping Using the PC2 Dashboard

EXAMPLE INTERPRETATION OF THE OUTPUT

Continuum of Care 1 (CC1)

Continuum of Care 2 (CC2)

Continuum of Care 3 (CC3)

Global Epidemiology of Data Mapping and Visualisation

high-risk for disease	disease, not seeking care	disease, not seeking care
✓	✓	✓
✓	✓	✓
✓	✓	✓

## Evidence

Epidemiological and risk profiles (e.g., age, sex, socioeconomic status, HIV status)

# Example

Select each marker for the chart interpretation.



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# Module 3: Planning and Preparation for PCF Process

31% COMPLETE

- Objectives ✓
- Introduction ✓
- Knowledge Check 1 ✓
- Step 1. Introduce the PCF Process to Decision-Makers and Commission Kick-Off ✓
- Step 2. Establish the PCF Core Committee** ◐
- Knowledge Check 2 ○
- Step 3. Develop the PCF Roadmap ○
- Knowledge Check 3 ○

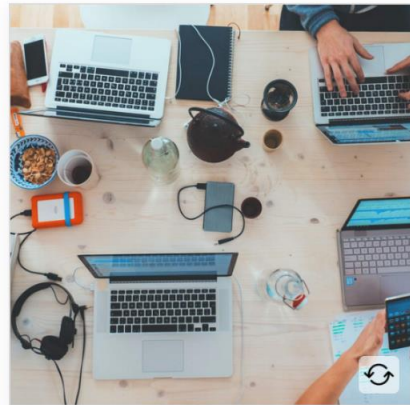
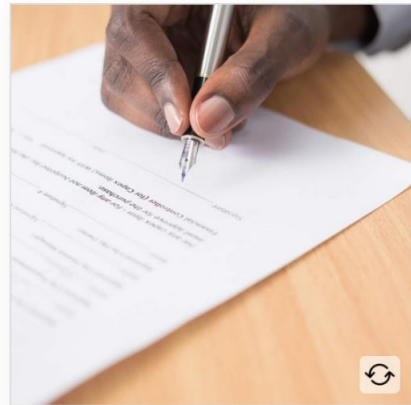
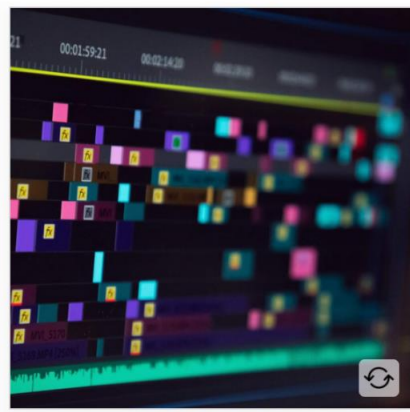


## Core Committee Responsibilities

Select each image to reveal one of the core committee's primary responsibilities.



Implement all planning and preparatory activities for the PCF process on time



# Example



# Case Study

Agricultural NGO



## BUSINESS NEED

This organisation's Global BD Team needed a hands-on trainer who provided in-depth and customised Capture Management Training, covering: 1. the capture management process (10% of the training) 2. Practical guidance on addressing important aspects of Capturing Planning and Management, including leads research, donor relationship, competitor analysis, positioning to win & developing action plans.

## RESULTS

Communicologists Today developed a two-day on-site training and a complimentary e-learning course for the Global BD Team (15 people). 100% of the participants stated that they would recommend this training to a colleague, 98% of the participants said they learned something new, and 100% said that the content was highly relevant to their day-to-day work.

## APPROACH



### Conducted interviews with each BD team member

We spoke with each team member to assess their level of knowledge, experience in implementing, and questions they had about Capture Management.



### Completed a desk review

We did a post-mortem on their winning and losing bids, and examined their templates and guidance to identify best practices within the organisation and points to strengthen.



### Developed Tailored Curriculum & conducted training

Following the pain points, knowledge level & structure of the organisation, we developed a customised, interactive, two-day training with real-life scenarios that the participants had to work through.



### Developed an internal e-learning course

We developed a state-of-the-art e-learning course for newcomers to the organisation (and wider staff). We are also developing a course for more advanced BD professionals.



# Capture Management: The Definitive Guide

For business development professionals seeking to tackle capture management and increase their win rates.

- Level:** Beginner
- Duration:** 18 hours
- Video Time:** 4 hours
- Author:** Juliet MacDowell

Enroll €250

## What's included?



- Unique learning paths**  
We guarantee you an exceptional experience with flexible learning paths and professional guidance
- Video conferencing**  
Enhance your virtual programs by allowing your learners to access high-quality live sessions through desktop and mobile
- Discuss with others**  
Participate in our online forum, share thoughts and ideas, increase connection, get help with your studies

## Introduction to Capture Management

In this section, you will learn what capture management is, what a capture manager does and why its important to you as a business development professional

## Components of a Solid Capture Management Plan

This section will cover the critical components that every capture management plan should have.

## Leads Identification

This section will cover how to identify leads

## Donor Intel and Cultivation

This section will cover how to gather information about donors, how to secure a meeting, and what questions to ask when you are meeting with them.

## Developing a Winning Persona

This section will cover how to develop a profile of what the winner would look like.

## Assessing Your NGO in the Marketplace

This section will cover how to do an objective self assessment.

## Assessing your Competition

This section will cover how to find out who your competition is and how to assess their chances of winning.

## How to Develop a Win Strategy

This section will cover how you develop a win strategy.

## Developing Win Themes

This section will cover how to develop a win theme for a bid.

## How to Price to Win

This section will cover how you develop a pricing strategy

## Key Questions to Ask Yourself

From the start of the capture management phase to its conclusion (a bid), there are key questions every bid answer should have the answer to. In this section, we cover the key questions

Example

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[info@communicologists.today](mailto:info@communicologists.today)



# Company Services & Team



# Company Services

<https://www.communicologists.today/>



## Business Strategy

We help you position in a crowded market place



## Fundraising

We help you develop relationships & win bids



## Branding & Communications

We help you get noticed by donors



## e-Learning/ Blended Learning

We help you build the best virtual technical assistance

<https://www.communicologists.today>  
[info@communicologists.today](mailto:info@communicologists.today)

# Who we are

At Communicologists Today, we are dedicated to helping you achieve your business goals by providing top-tier strategy, fundraising, communications, and e-learning services. With years of experience helping nonprofits and social enterprises increase their revenue and online presence, our team of experts can develop content that resonates with your target audience and launch successful e-learning courses.

At Communicologists Today, we pride ourselves on being more than just a consultancy company. When you hire us, you gain access to the collective expertise of our fundraising, learning, and communications departments - making us much better equipped to help you accelerate your Mission. We're dedicated to helping you reach your goals, and with our wide range of skills and experience, we're confident that we can do just that.

# Our Team



## STRATEGY & FUNDRAISING



**Juliet MacDowell**

**FUNDRAISING & MARKETING**

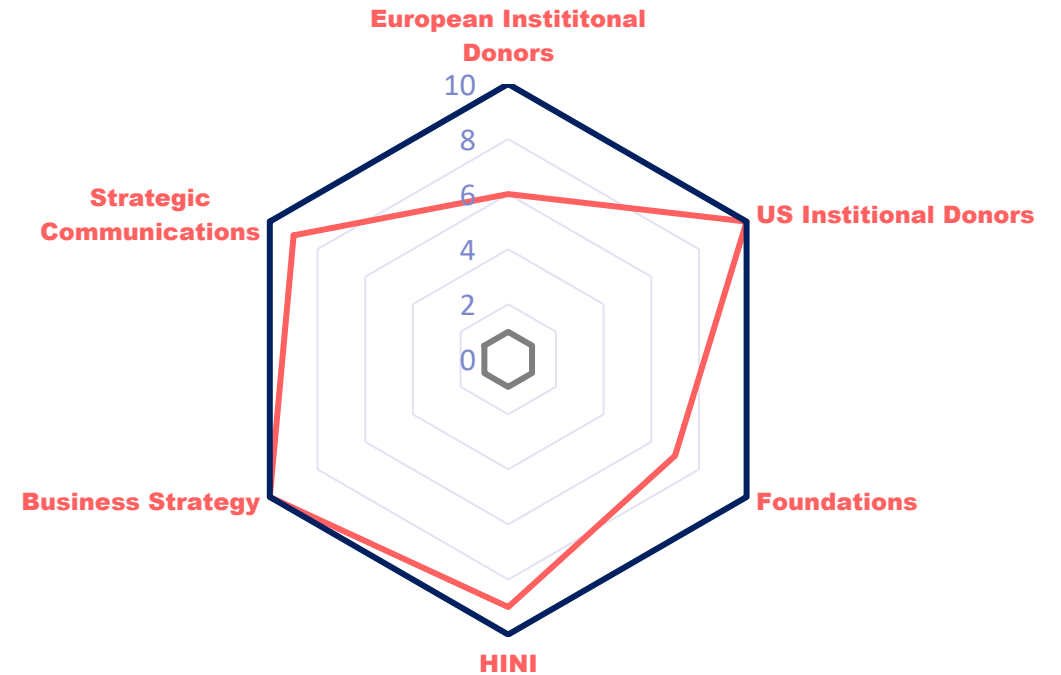
Over 25 years experience working in Development. Strong Institutional Fundraising Background Complemented by Solid Marketing Skills..



**Elia Desruisseaux**

**FUNDRAISING & STRATEGY**

30 years of experience in program development, capital campaigns, marketing, fundraising, public relations, strategic planning and operations..





# Our Team

## BLENDED LEARNING



**Diana Chiodo**

INSTRUCTIONAL DESIGN

8 Years experience in instructional design for food security programs



**Trudy Conley**

GRAPHIC DESIGN & E-LEARNING

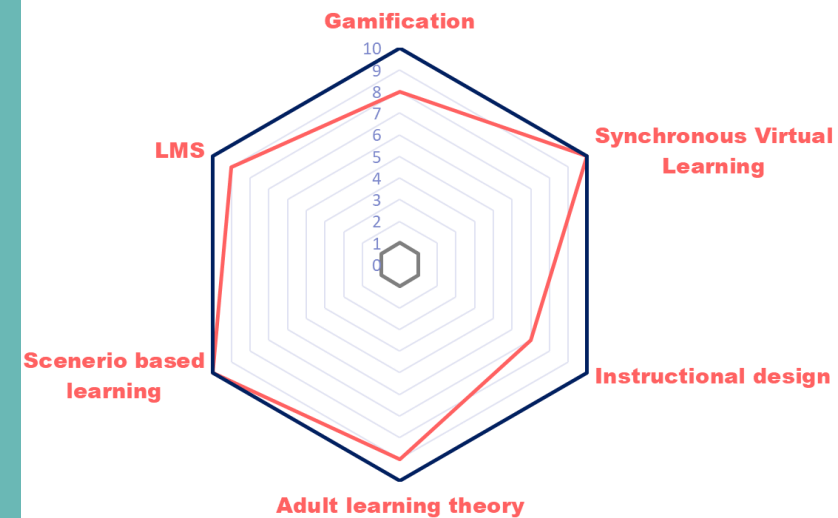
15-year experience graphic designer and e-learning developer



**Betsy Hedberg**

COMMUNICATION & LEARNING DESIGN

Over 20 years experience editing, writing, & developing blended learning.





# Our Team

## STORYTELLING



**Young Kim**  
PUBLICATION & DESIGN  
BRAND STORYTELLING

15+ years of developing publications with storytelling in mind & graphic design



**Shelby McCabe**  
GRAPHIC DESIGN  
LOGO, BRANDING, VIDEO

15 years experience in creative design, photography, logo and brand development, and video.



**Carlos Solrak**  
PHOTOGRAPHY & VIDEO

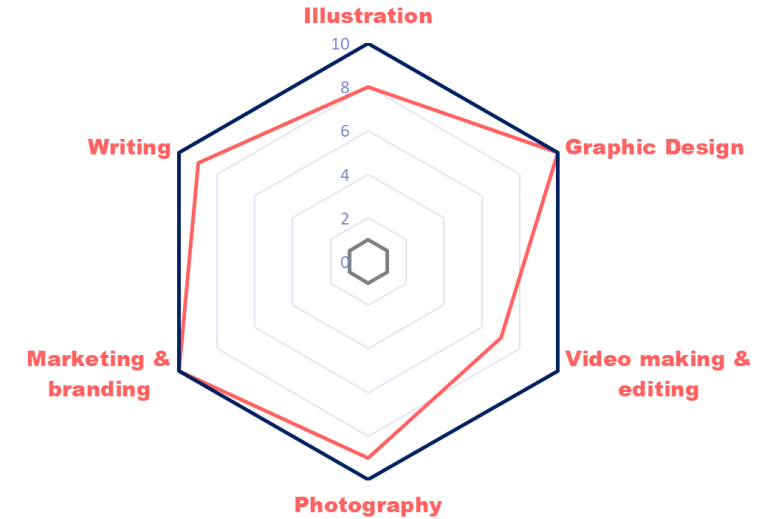
Experienced video, photographer, and musician



**Debbie Wirtjes Lewis**

**MASTER STORYTELLER**

25 years experience in Strategic communications, translations, storytelling and messaging





# Our Team

## WEBSITE DESIGN, BRANDING, & DIGITAL MARKETING



**Bart Kalisvaart**

WEBDESIGN & MARKETING

20 years experience in marketing & website design



**Israel Omidosu**

BRAND STRATEGIST  
DIGITAL MARKETING

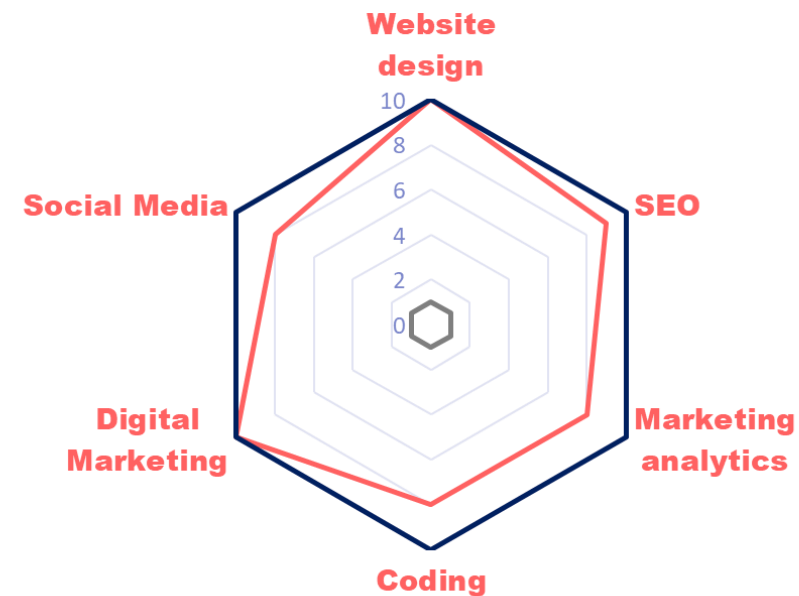
15+ year experience in branding, strategy, and digital marketing



**Patrick Koops**

DIGITAL MARKETING & WEBSITE DESIGN

20+ years experience in website design, communications, and social media marketing



What clients say





# Testimonials like these, make us proud

**“Finding a qualified trainer in Capture Management who could be engaging and win the trust of a critical team of BD professionals was a challenge. I am so pleased that we found Juliet. Juliet’s wealth of experience was priceless and in addition to upskilling the BD team she also found critical points of improvement in our internal process.”**

**C. Belilos, Bid Manager SNV**

**“Trudy and Juliet really helped KNCV realize a two-year dream we had to roll-out distance learning to the National Tuberculosis Staff around the world. They were efficient, knowledgeable, and easy to work with.”**

**K. Fiekert, Sr. TB Consultant, KNCV**



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Accelerating YOUR Mission

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can accelerate your organization's  
mission.  
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