IMA5: Project Proposal

Proposal

A. Basic information
- Promoting Collaboration Within Remote Teams
- Katelyn Williamson
- kawillia@mail.usf.edu
- 3/6/19

B. Problem, Need, or Opportunity
With many employers utilizing remote or distributed teams, the need for managers to facilitate and promote collaboration within these teams is paramount.

C. Targeted Audience
The intended audience is middle and upper managers of distributed teams that rely on collaboration among team members. This could apply to various industries, but let's say they manage creative, cross-functional teams. A secondary audience could be remote team members themselves. Since these individuals are professionals who are already working with remote teams, their technical skills should be moderate to high when it comes to engaging in e-learning.

D. Learner's needs
Since the audience includes managers who are leading distributed creative teams, I imagine they would likely fit these general demographics:
- 30+
- 5+ years of experience
- Moderate to high technological proficiency
- Gender, ethnicity, location, culture – varied

These managers would most like to learn:
- Tools/programs to facilitate communication/collaboration
- Techniques for promoting team cohesion
- Techniques for promoting communication/collaboration
- Techniques for handling miscommunication
- Techniques to managing multicultural teams

How would this audience like to be presented with information?
- Since they are professionals, they would probably like something that allows them to go at their own pace and isn't necessarily organized in a linear fashion, so they can revisit the information at a later time
- They would probably like something that is organized by topic, again, so it is easy to identify if needed at a later time – this may be alphabetical for even easier searching

E. Learners' Environment
Students will take this training independently as part of their work duties. Since they are already working with remote colleagues, they would likely have up-to-date programs and Internet. For a mid-size company, I imagine a manager, even one working with remote workers, would more likely be in an office, so being cognizant of coworkers is important. However, they could potentially have an office or be working from home as well.

F. Resources and Limitations
I have already compiled various sources to pull information from and I don't believe this topic will require many (if any) copyrighted images since it is corporate in nature and concepts can be conveyed by stock or iconic imagery.

G. Overall site schematic (in words).
Professionals managing remote teams will want to take this e-learning module because it will provide resources for managing and communicating with their remote employees. It will also offer techniques for promoting collaboration and a sense of community among remote team members, keeping in mind that team members may come from different backgrounds. Since the information provided in the module is not linear, information will be broken up into categories that are easy to search. Since the lessons involve management, communication, and other soft skills, the lessons will incorporate some form of simulation of scenario-based activities.