

Freelance Trainers, Case Study

"Continuously improve the learning experience, thanks to timely communications, automation and efficiency"

Freelancers navigating the training sector have to manage a significant amount of data and operations to independently create successful and engaging courses, all while interacting with learners, companies using their courses, and other stakeholders. Most of their workload includes administrative tasks that are necessary to keep their business running, like sharing files, sending emails, and preparing for workshops and training sessions-- leaving less time for building relationships with clients.

This is what Cristiano Ghibaudo, the owner of "Il Metodo Lara" [The Lara Method] experienced. As a freelancer who develops soft skills courses and other targeted courses for professionals, companies, and organizations, he felt overwhelmed by the tedious responsibilities of freelancing that didn't build engaging relationships with his clients. In his search for a solution, he turned to Wyblo.

Why Wyblo?

Cristiano chose Wyblo because he believes the platform can simplify his professional life by eliminating the administrative tasks, allowing him to concentrate on developing and expanding Il Metodo Lara. As he recognized the inefficiencies of his current processes, Cristiano immediately understood the benefits that could arise from our platform, finding Wyblo as a valid technological partner to improve the experience of creating, managing, and participating in a course.



"Wyblo allows me directly and indirectly to improve the form and substance of the training service offered to my clients. This takes place through an agile, simple, and structured dialogue. The tool is easy to understand, but at the same time very accurate. "

Cristiano Ghibaudo - Il Metodo Lara

Introduction of the project

One of Cristiano's projects involved Flenco (client company), Enaip (client company), and Tacoma (organizer company) and focused on Time Management within the organization. The course consisted of four courses that were carried out in two half-day sessions. About 60 individuals participated in 16 different groups that were organized by Flenco. With 60 participants and 3 organizations, the amount of administrative work (sending emails, sharing video links, distributing course materials) Cristiano needed to complete took most of his time. This ultimately took time away from getting to know his participants, creating and assessing a pre-assessment to understand current knowledge and goals, and creating an impactful learning experience. Without Wyblo, Cristiano only got to know the participants once they arrived in the classroom and feedback was collected at the end of the two days with the traditional survey to understand customer satisfaction.

How did we actually innovate the process?

The project presented the following challenges: help Cristiano save time in low value-added activities, improve the quality of the courses, make the communication processes between the various stakeholders more efficient, and promote the use of a pre-assessment tool that can serve as a compass for Cristiano and other companies involved.

The steps

1. Determine access levels and introduce pre-assessment form

With Cristiano, we defined users and determined access levels within all companies involved. Once defined, we invited the client (Flenco) with Guest Access to the platform, where they had the opportunity to view all the information regarding their course and upload the list of participants in a spreadsheet. Once the upload was complete, Cristiano and the organizing company, Tacoma, had immediate viewing rights to the list of participants. The participants then received a welcome email that requested they complete a pre-assessment form that aims to better understand expectations and skills related to the course. With this information, Cristiano was

able to review the answers before the start of the course and personalize his lessons to the specific needs of his participants.

2. Create automations of administrative tasks With 4 groups of about 16 participants, it became difficult to manage the administrative tasks of each group. To solve this issue, Cristiano used Wyblo to implement various automations to assist him with these tasks. Each participant needed to receive a welcome email with the pre-assessment, so we helped Cristiano set-up an automation that automatically sent the email 3 days before the course began. Cristiano also set-up an email to be sent 5 minutes after his second session, relieving him from this responsibility and allowing him to focus on networking with his learners.

3. Utilize the Interactive and Intuitive Report to Examine Course Results

The results of the pre-assessment and post-course evaluation forms are merged into an interactive and accessible dashboard. This allowed him to get an overview of the course, while reviewing details to determine what were the positive outcomes and what he could improve upon. He had the opportunity to reflect on participants' comments and evaluate how effectively the course responded to the expectations of the participants (expectations-reality matching). With his Wyblo dashboard, he was able to define an action plan based on the feedback received, improving his workshops for the next course.

Benefits achieved

In addition to the benefit of automation, Wyblo has made it possible to better monitor the milestones of a training path and open further related opportunities. In fact, Cristiano Ghibaudo pointed out to us that with our tool and his agreement with Tacoma, he had the opportunity to continually review and improve his materials. Being able to read the feedback of the participants in a timely and effective way, enables a significant improvement of the entire learning experience.