

Real Learning. Real Results.

Dick Handshaw
President,
Handshaw, Inc.

SMEs – A Marriage for Better or Worse

Think

What would it be like ...

If you were the SME?

Think Again

Can SMEs design the most effective learning programs?

If not, why not?

Subject Matter Experts

- A necessary member of the team
- Time should be scheduled, not expected
- Not usually good at designing training because:
 - They often include too much detail
 - They may leave out basic steps
 - They forgot how they learned what they know

Categories of SME Issues

Project Management

- Obtaining content
- Review cycles
- Managing Schedule
- Managing Scope

Performance Consulting

- Order-taking vs. Re-framing
- Solution jumping
- Solution consensus

Project Management Solutions

- Initial Project Meeting
- Evaluation Plan
- Analysis before Design
- Blueprint Meeting
- Role of Project Liaison
- Deliverable sign-off

Performance Consulting Solutions

- Proactive consulting meetings
- Re-framing meeting
- Gathering and using the client's data
- Establishing/using measurement

Top 7 Difficult SME Issues

7. Occasionally SMEs are added to the project too far into the process. They have no understanding of what has been done and can change everything that has already been completed.

Answer:

Project Management Solutions

- Initial Project Meeting
- Evaluation Plan
- Analysis before Design
- Blueprint Meeting
- Role of Project Liaison
- Deliverable sign-off

7. Answer

- **Initial Project Meeting - PM**
 - **Evaluation Plan - PM**
 - **Blueprint Meeting - PM**
 - **Deliverable sign-off - PM**

Top 7 Difficult SME Issues

6. SMEs sometimes provide feedback that is inaccurate, incomplete, or just not useful.

Answer:

Project Management Solutions

- Initial Project Meeting
- Evaluation Plan
- Analysis before Design
- Blueprint Meeting
- Role of Project Liaison
- Deliverable sign-off

Performance Consulting Solutions

- Proactive consulting meetings
- Re-framing meeting
- Gathering and using the client's data
- Establishing/using measurement

6. Answer

- **Initial Project Meeting - PM**
 - **Evaluation Plan - PM**
- **Role of Project Liaison - PM**
- **Gathering/using client's data - PC**

Top 7 Difficult SME Issues

5. SMEs often disagree with one another or management on what the best practices for a given task really are.

Answer:

Project Management Solutions

- Initial Project Meeting
- Evaluation Plan
- Analysis before Design
- Blueprint Meeting
- Role of Project Liaison
- Deliverable sign-off

Performance Consulting Solutions

- Proactive consulting meetings
- Re-framing meeting
- Gathering and using the client's data
- Establishing/using measurement

5. Answer

- **Analysis before Design – PM**
 - **Blueprint Meeting – PM**
- **Proactive consulting mtgs – PC**
 - **Re-framing meeting – PC**
- **Gathering/using client's data – PC**
- **Establishing/using measurement - PC**

Top 7 Difficult SME Issues

4. SMEs often provide information that is too technical and too complete. They resist designers' attempts to simplify.

Answer:

Project Management Solutions

- Initial Project Meeting
- Evaluation Plan
- Analysis before Design
- Blueprint Meeting
- Role of Project Liaison
- Deliverable sign-off

Performance Consulting Solutions

- Proactive consulting meetings
- Re-framing meeting
- Gathering and using the client's data
- Establishing/using measurement

4. Answer

- **Initial Project Meeting – PM**
 - **Evaluation Plan – PM**
 - **Role of Project Liaison - PM**
- **Establishing/using measurement - PC**

Top 7 Difficult SME Issues

3. Sometimes SMEs leave out key steps that seem obvious to them, but are critical for learners.

Answer:

Project Management Solutions

- Initial Project Meeting
- Evaluation Plan
- Analysis before Design
- Blueprint Meeting
- Role of Project Liaison
- Deliverable sign-off

Performance Consulting Solutions

- Proactive consulting meetings
- Re-framing meeting
- Gathering and using the client's data
- Establishing/using measurement

3. Answer

- **Evaluation Plan – PM**
- **Analysis before Design – PM**
- **Re-framing meeting – PC**
- **Gathering/using client's data – PC**
- **Establishing/using measurement – PC**

Top 7 Difficult SME Issues

2. SMEs don't understand their role. They cannot distinguish between the roles of content providers and instructional designers.

Answer:

Project Management Solutions

- Initial Project Meeting
- Evaluation Plan
- Analysis before Design
- Blueprint Meeting
- Role of Project Liaison
- Deliverable sign-off

Performance Consulting Solutions

- Proactive consulting meetings
- Re-framing meeting
- Gathering and using the client's data
- Establishing/using measurement

2. Answer

- **Initial Project Meeting - PM**
 - **Evaluation Plan - PM**
- **Role of Project Liaison – PM**
 - **Deliverable sign-off - PM**
- **Proactive consulting mtgs - PC**

Top 7 Difficult SME Issues

1. Adequate SME time is not allocated to the project.

Answer:

Project Management Solutions

- Initial Project Meeting
- Evaluation Plan
- Analysis before Design
- Blueprint Meeting
- Role of Project Liaison
- Deliverable sign-off

Performance Consulting Solutions

- Proactive consulting meetings
- Re-framing meeting
- Gathering and using the client's data
- Establishing/using measurement

1. Answer

- **Initial Project Meeting - PM**
 - **Evaluation plan - PM**
- **Role of Project Liaison - PM**
- **Proactive consulting meetings - PC**

The Bottom Line

“If you want your Subject Matter Experts to understand you, you must understand them and the world in which they cope.”

Thanks to:

Clients and staff of Handshaw, Inc.
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seven top SME issues and their solutions.

Questions?

**Dick Handshaw
President, Handshaw, Inc.**

**www.dhandshaw.com
www.handshaw.com**