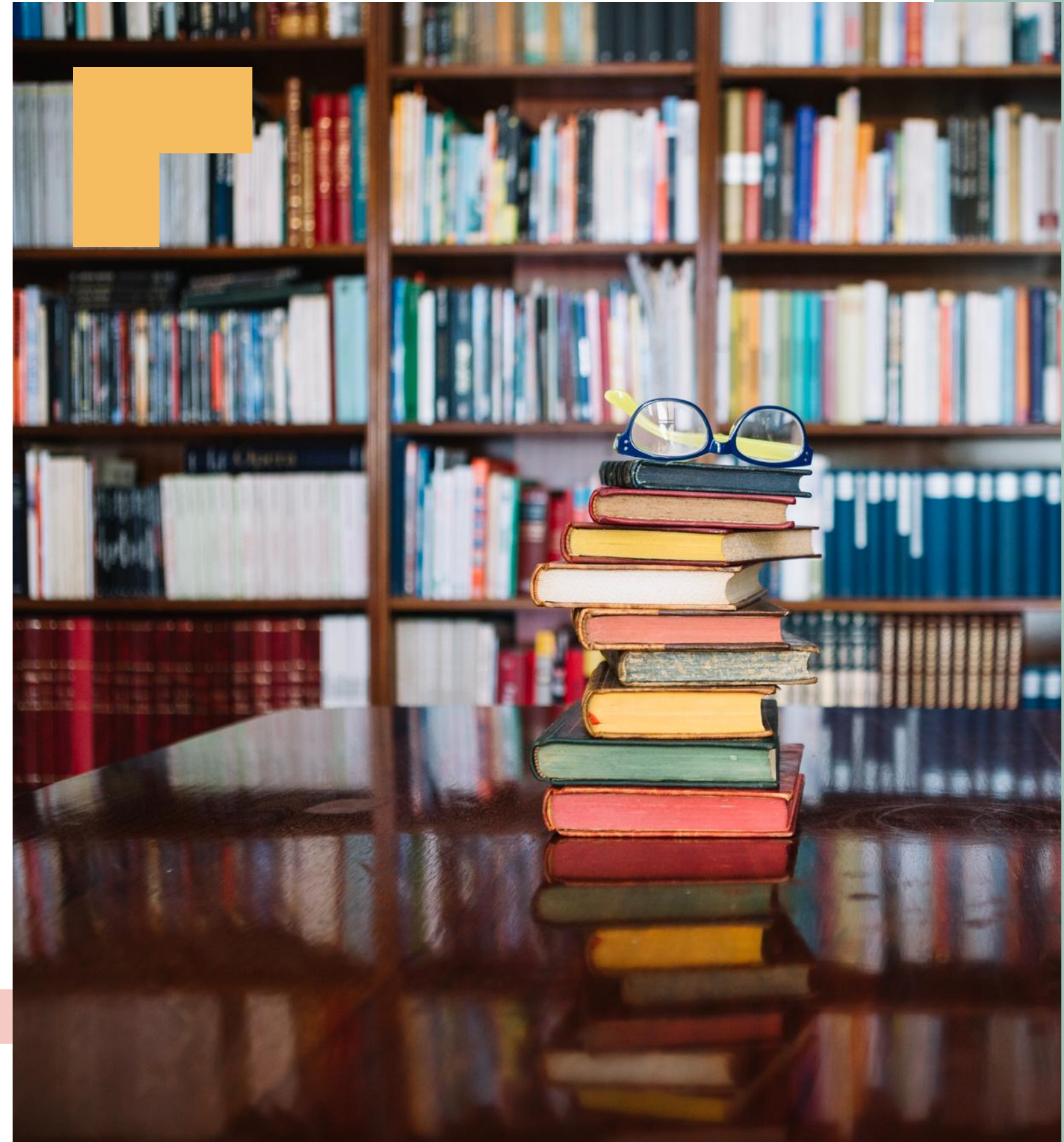




# Program Management Showcase



Portfolio

# MAD Credentials



## Problem & Solution

- A customer education team at a B2B SaaS tech org (called MAD) has been receiving requests from customers to “certify” their employees in MAD product skills.
- The solution is a learning program called MAD Credentials consisting of a credentialing framework paired with the Accredible platform that validates and visually represents MAD product skills.
- As program manager, I led the team through the pilot, vendor procurement, and launch. Currently I oversee the ongoing execution of MAD Credentials.

## Evaluation

- These are the results I measured in my first year of program management:
  - 18 credentials offered
  - 1910 credentials issued
  - 1300 credentials claimed (68%), 48% above the industry average
  - 470 credentials shared
  - 1841 unique views
  - 210 LinkedIn posts, 115 LinkedIn profile adds
  - 941 likes and 301 comments on LinkedIn posts
  - 138 referral clicks to MAD website

## Links

- [Experience Pitch Deck](#)
- [View Pilot Project Plan](#)
- [Read 2024 Year in Review](#)





# Product Training Roadmap



## Problem & Solution

- The Customer Education team at a B2B SaaS company wants more alignment with product. They have been reacting to news from the business rather than proactively planning around upcoming deals and releases.
- The solution is a quarterly Training/Product Roadmap Alignment meeting. My job is to facilitate these meetings, tell a story of our impact over the last quarter, and create a roadmap of upcoming clients and releases to make sure education and product are in alignment.

## Evaluation

- I manage the Customer Education training offerings for a product suite of 13 products. To prepare for these meetings with product owners, I analyze our survey scores, course registration/ completion data, qualitative feedback from major client deliveries, and the revenue/sales dashboard.
- In the last two years of quarterly alignment meetings, I have grown the course catalog by 150%, and educations services sales have increased by 162%.
- Course survey averages 4.65 out of 5, above our 4.5 goal.

## Links

[View Presentations](#)



# Call Center Technical Training



## Problem & Solution

- The problem is a nationally distributed financial services firm has new in-house software and employees need to be trained on the platform. The target audience for this project includes intermediate level employees who were previously in the call center, but will now be processing written requests as well.
- The solution is a blended course with hands-on practice in a training environment. Learners will complete eLearning simulations as well as practice requests in a training environment based on the most complex requests identified by managers.

## Evaluation

- Quality data was collected during the initial 30 days after the training in the reinforcement period, as well as at 60 days.
- Learners performing under 88% accuracy at 30 days received direct coaching from their managers. At 60 days, learners with quality scores under 90% had their data analyzed, to look for patterns and trends.
- The most common error in the first cohort had nothing to do with the skills taught in the technical training, but was in fact...typos! In this case, a verbal reminder from leadership about the importance of precision sufficed.

## Links

- [View Course Design](#)







# Learning Technologies Showcase

2025



Portfolio



# Twine Product Training Videos

## Format

- Video demos

## Tools

- Camtasia, Twine, Audacity

## Links

- [Watch videos](#)
- [Explore Twine project](#)







# PowerPoint Functionality

- **Format**
  - Software simulation
- **Tools**
  - Articulate Storyline, Audacity
- **Links**
  - Experience simulation





# Personal Finance for Beginners

## Format

- eLearning course

## Tools

- Adobe Illustrator,  
Articulate Rise

## Links

- [Take course](#)







# Know Your Rights

- **Format**
  - eLearning Course
- **Tools**
  - Articulate Storyline
- **Links**
  - [Take course](#)





# E-Learning Heroes Challenges

## ■ Format

- Authoring tool interactions

## ■ Tools

- Articulate Storyline

## ■ Links

- [Experience samples](#)







# Avoid Biased Language

- **Format**
  - Microlearning
- **Tools**
  - 7Taps
- **Links**
  - [Experience project](#)





# Navigating Difficult Conversations

## Format

- Virtual instructor-led training (vILT)

## Tools

- Google Slides, Zoom, Google Docs

## Links

- [Slide deck](#)
- [Facilitator's guide](#)
- [Participant's guide](#)





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