**[February 2025 eLearning Challenge: Delivering Performance Reviews to Drive Sales Goals](https://community.elearningacademy.io/c/design-challenges/february-2025-elearning-challenge-delivering-performance-reviews-to-drive-sales-goals)**

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In a world where digital productivity solutions reign supreme, officer workers may have forgotten the satisfaction of tacking a sticky note to a project or slipping a paperclip around a memo. Funnder Miflon Inc.’s mission is to equip businesses with the paper office supplies they need to ideate, print, and collate with confidence. Forget about those fancy cloud apps—when tech fails, Funnder Miflon is there to keep business humming along.

And now, for the deep paper cut that was 2024... Funnder Miflon’s beloved sticky notes—those pastel towers of efficiency—were sidelined by virtual notes and sleek project management apps. The sales team reported reduced or canceled orders from their accounts who said they no longer needed bulk office supplies. The trend became clear—customers were going all in on digital, and paper is headed to the big recycle bin in the sky.

Leadership at Funnder Miflon wants to reclaim reams of market share in 2025 by convincing accounts that paper is still king. And who is at the heart of this revival? The Funnder Miflon sales team will return sticky notes to their rightful place, stuck to the workspaces of the world!

**The Challenge**

Assistant regional sales managers at Funnder Miflon are preparing to deliver performance reviews after a sheety 2024 in the field. It’s not all gloom and doom; however, managers must also motivate salespeople to crush their 2025 goals and push back on digital adoption.

To get sticky notes back in customers’ hands, managers must hit home selling the features and benefits of the Funnder Miflon sticky note line. After all, who wouldn’t want eco-friendly sticky notes made from recycled paper? Large print-friendly stickies for boomers? Extra adhesive notes for humid environments? Those brilliant marketing minds never stop dreaming up specialty sticky notes, so Funnder Miflon has the right sticky for the job.

As a learning experience designer on the L&D team, you will partner with sales leaders and HR to create a module for managers that will strengthen their delivery of constructive feedback during performance reviews and build their skills in setting goals to advance the company’s 2025 sales.

**After completing your course, learners will be able to complete one or more of the following objectives:**

* Deploy the “sandwich” approach for communicating feedback (negative feedback surrounded by positive input)
* Demonstrate active listening techniques when engaged in dialogue with the employee who is receiving their review by adapting feedback, body language, etc. based on how the employee is responding
* Identify the weaknesses of digital solutions to prepare the employee for their 2025 sales pitch
* Determine the appropriate level of objective (not personal/subjective) detail to provide the employee about their performance
* Collaborate with the employee to identify a clear path forward for 2025 based on performance review feedback and company initiatives
* With the employee, strategize opportunities to sell Funnder Miflon stickies based on an account’s business needs

**Requirements & Constraints**

As you design and develop your course, keep the following requirements and constraints in mind:

**Interactivity & Content Presentation:** Ideally, your solution will include decision-based interactions or scenarios to reinforce the skills being taught. Here are some ideas for how you might present your content and make it interactive:

* Create a branching scenario where the learner chooses how to communicate key details and feedback to the employee; emphasize the employee’s reaction (positive or negative)
* Using a tabs interaction, make a “sell sheet” for the Funnder Miflon sales team, including features and benefits of the sticky note line
* Mock up a sales team visit to a customer office environment and add hotspots where the salesperson could identify uses for sticky notes
* Simulate a technology breakdown where a company would rely upon paper, using Funnder Miflon to save the day with their sticky note solutions
* Include customers in scenario-based interactions where the sales team member must persuade them to order stickies

**Authoring** **Tools:** You are free to use any eLearning authoring tool you’d like; however, Articulate Storyline or Rise are recommended. If you’re new to Articulate Storyline, [check out this playlist of videos](https://www.youtube.com/playlist?list=PLqq0if6rsK0pwcQxgWRxLSHp1qHi7sDuZ) to help you get started.

**Visual** **Design:** You are free to design the course in any way you’d like; however, it should demonstrate good visual design best practices with a cohesive and consistent use of font, colors, images, and graphics. If you’re new to visual design, [check out this playlist of videos](https://www.youtube.com/playlist?list=PLqq0if6rsK0odEg2ZfuN5cx9I03icILDo) to help you get started.

**Reference Materials**

As you design and develop your course, you can create your own content from scratch or source your content from the following references:

* [How to Give Constructive Feedback in the Workplace](https://online.champlain.edu/blog/giving-constructive-feedback)
* [6 Constructive Feedback Examples for Performance Reviews](https://www.peoplegoal.com/blog/constructive-feedback)
* [10 Tips to Give Useful Performance Reviews](https://www.indeed.com/career-advice/career-development/giving-performance-feedback)
* [How Managers Can Motivate Employees](https://www.shrm.org/topics-tools/news/hr-magazine/how-managers-can-motivate-employees)
* [Setting Goals](https://www.opm.gov/policy-data-oversight/performance-management/performance-management-cycle/planning/setting-goals/)
* [10 Examples of Performance Goals for Employees](https://www.ninety.io/blog/example-performance-goals-for-employees)
* [4 Reasons to Keep Writing with a Pen & Paper](https://www.zebrapen.com/blogs/enlightened-writing/4-reasons-to-keep-writing-with-a-pen-and-paper?srsltid=AfmBOorN6BFW0qzFpbocngEo1fQIVR_e_UcWwxp4ZEjYCg8k5_ERjyoP)
* [Why Writing by Hand is Still the Best Way to Retain Information](https://stackoverflow.blog/2022/11/23/why-writing-by-hand-is-still-the-best-way-to-retain-information/)

**Submission Guidelines & Contest Rules**

Once you're done building your course, you can submit it by commenting below and sharing a link to your finished project. If you’re using Articulate Storyline or Rise, you can publish and [share a link from Articulate Review](https://youtu.be/SvdA55-6jUQ) or [on the web using Google Cloud](https://youtu.be/TaV7s5s0yH4). Along with a link to your published course, share a few words explaining your design decisions, challenges, inspiration, etc.

**To be eligible to win the $100 Amazon gift card, your submission must be posted no later than Friday, February 28th, at 11:59 PM ET.**

You can learn more about the [contest rules and criteria here](https://community.elearningacademy.io/c/design-challenges/how-the-community-design-challenges-work).

If you’d like to get more eyes on your submission and encourage others to participate in the challenges, you might also consider…

* **Writing a Blog Post:** If you happen to have a blog or online portfolio, write a post about your submission and share it on social media. Make sure to link to it in the comments below for others to see!
* **Record a Video:** If you want to share how you went about designing your submission, record and share a screen recording video (via Loom, Camtasia, SnagIt, or YouTube) to showcase and explain your process. And, of course, don't forget to share a link to it in the comments below!
* **Share on Social Media:** If you’re active on LinkedIn, Twitter, or another social media platform, create a post to share your submission. If possible, make sure to link back to this page and tag The eLearning Designer’s Academy on [LinkedIn](https://www.linkedin.com/company/elearningacdmy/) or [Twitter](https://twitter.com/eLearningAcdmy) in your post.

**Give & Get Feedback**

After you've shared your submission, make sure to review what others have submitted and provide constructive feedback. Remember, the monthly challenges (and this community as a whole) are meant to provide an inclusive and supportive environment. As you provide feedback, make sure to keep our [Code of Conduct](https://elearningacademy.io/code-of-conduct/) in mind.

As you work to develop your project, also consider sharing your work-in-progress for community feedback in our [Get Feedback space here](https://community.elearningacademy.io/c/get-feedback/).

**Challenge Recap, Submissions & Winner**

Congrats on this month’s eLearning challenge winner, , for their winning submission: [Performance Feedback & Sales Strategy Training](https://360.articulate.com/review/content/4e1267a4-2e81-4b04-b6e4-0552e208d1da/review)!

With Vicky’s project, what we loved the most was her use of animations and visual communications, engaging scenarios to put skills into practice, self-assessments, and much more!

1. **Strong Visual Design**
   * She used animations and visual communication instead of plain text.
   * This made the course more engaging and easier to follow.
2. **Interactive Learning**
   * She added engaging scenarios (real-world workplace examples).
   * Learners could practice giving feedback in safe situations.
3. **Skill Practice**
   * Included self-assessments (quizzes/reflection questions).
   * This helped learners *apply* the knowledge instead of just reading.
4. **Clarity & Flow**
   * The project wasn’t overloaded.
   * Each section was clear, with step-by-step guidance.
5. **Creativity & Relevance**
   * She combined Performance Feedback + Sales Strategy, showing how feedback directly improves sales outcomes.
   * This connection made the course very practical.

Vicky won because her project was not just content-heavy, but also interactive, visually appealing, and applied directly to real-world work situations