

Scott F. Couchman

Training and Development Leader

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SUMMARY

Experienced leader with over 20 years in training and development. Implemented over 100 e-learning programs. Managed and implemented five different LMSes. Developed hundreds of hours of digital and instructor led content, driving improved performance and change management with measurable business outcomes.

ACHIEVEMENTS

- *Training Program Transformation:* Expanded training from one basic class to 8 certification courses with over 30 topics. Elevated training from a minor sales and support tool to a crucial resource for all departments, employees, and clients. Boosted engagement, product mastery, and contract renewals.
- *Learning Effectiveness Optimization:* Boosted learner engagement 57% (700 to 1100 weekly Knowledge Base views). Managed five different Knowledge base system migrations. Restructured content for improved comprehension and inclusion in training. Led cross-divisional learning strategy initiatives.
- *E-Learning Course Development:* Created 13 performance-based e-learning courses within first year, reaching over 1,000 client companies and generating 65,000 views utilizing several authoring tools.
- *Performance Improvement:* Increased lost laptop reporting accuracy from 60% to 99%. Improved Outlook troubleshooting First Call Resolution from 76% to 87%.

CAREER EXPERIENCE

Training Manager at MobileCause / Community Brands • Agoura Hills, CA

January 2017 to April 2023

Established and scaled comprehensive training program from inception. Integrated product training and knowledge management systems into core business operations. Drove measurable improvements in user engagement, product adoption, and self-service support.

- Redesigned client training into a comprehensive certification program, resulting in 1000+ certified users, 11% higher contract renewal rates, and expansion from one overview class to eight certification courses to 30-40 e-learning topics, enhancing engagement and product adoption.
- Led monthly webinars, achieving a 42% attendance rate with 240 average participants per session, enhancing curriculum and coaching facilitators to improve presentation quality and client success.
- Optimized Client Knowledge Bases, increasing weekly views by 57% (700 to 1100). Migrated several KBs to a new system, improved content structure, and streamlined workflows. Advised multiple departments on enhancing KB design and content management.
- Orchestrated use of intelligent in-app guidance (Pendo), reducing help desk inquiries and enhancing onboarding through proactive user behavior analytics, improving adoption and user experience.
- Provided comprehensive UX guidance and quality assurance for new features, leveraging client skill level insights to assist Dev and UX teams in identifying pain points and improving the user experience.

Instructional Designer / e-Learning Developer at BlackLine • Woodland Hills, CA *May 2014 to January 2017*

Led e-learning development and LMS management, enhancing instructional design. Expanded course offerings significantly, collaborating with SMEs and optimizing development processes to boost training effectiveness.

- Led conversion to new Learning Management System, revolutionizing training delivery and management from discovery to production, significantly expanding the capabilities of client training.

- Guided Product Training team to rapidly develop 49 courses within three months from over twenty hours of conference content. Demonstrated agile leadership and efficient resource management.
- Pioneered innovative course design strategies, guiding team towards more interactive and engaging content while improving overall productivity and quality.
- Developed a comprehensive Training Style Guide, serving the dual purpose of a design standard and new employee handbook, streamlining on-boarding and maintaining consistency and quality.
- Demonstrated problem-solving leadership by overcoming e-learning and LMS limitations, creating innovative solutions and developing estimation tools to enhance project management.

Instructional Designer at Deloitte • Los Angeles, CA

September 2006 to November 2013

Developed multi-format training for Technical Call Center and IT, managing vendor e-learning and LMS. Implemented performance strategies and innovative initiatives, boosting metrics and customer satisfaction.

- Developed comprehensive training programs for audiences of up to 4,000, including 65 hours of performance-based technical content for Call Center on-boarding, utilizing diverse delivery methods.
- Pioneered micro-learning initiatives using audio podcasts and e-learning platforms, managing vendor-developed courses reaching up to 10,000 learners.
- Ran innovative learning initiatives, including a crowd-sourced security awareness "Film Festival" and mobile device support training, boosting customer satisfaction from 4.6 to 4.8/5.
- Directed design teams for new incident management systems, improving interface efficiency and establishing best practices while also creating a SharePoint-based Technical Support website.
- Applied data-driven performance management strategies to diagnose client issues and developing targeted training solutions, resulting in significant improvements in issue resolution and communication.

Prior Experiences: *Senior Technical Analyst at Deloitte; Support Technician at Creative Computers*

SKILLS AND EDUCATION

Training Expertise:

- Learning & Development Management
- E-learning, Instructor-Led, and Virtual Training Development
- Instructional Design Processes and Strategies (ADDIE, SAM, Agile)
- Project Leadership, Team Leadership and Strategic Planning
- Performance Management, Certification and Gamification practices
- Knowledge Base Design and Management
- Technical, Soft Skills, and Leadership Training
- Client/Employee Coaching and Change Management

Technical Proficiencies:

- *Authoring:* Camtasia, Adobe Creative Suite and Captivate, Articulate (Storyline/Rise), iSpring
- *Learning Management Systems (LMS):* Litmos, LearnUpon, Docebo, Joomla and others
- *Knowledge Management Systems:* Knowledge Owl, ZenDesk, Salesforce Knowledge and others
- *Office:* Microsoft (PowerPoint, Excel, Word), Google Office Suite, Apple Office Suite, Linux Office suites
- *Web Technologies:* HTML, CSS
- *Project Management:* JIRA, Confluence, Asana, Microsoft Project

Education: *ITT Technical Institute, West Covina, CA*

- Bachelor of Applied Science, Automated Manufacturing Technology
- Associate of Applied Science, Electronics Engineering Technology