

BASECAMP

Learning Strategy Accelerator · L&D Professional Development Program

"Built for L&D practitioners ready to operate at a fundamentally different level."

PROGRAM OVERVIEW

Basecamp is a 2-day intensive professional accelerator for L&D practitioners who have mastered the craft of learning design and are ready to elevate their function's strategic impact. Participants don't just learn frameworks — they apply every tool to their real organizational context. They leave with a capstone L&D strategy artifact that is presentable to their leadership team the week they return.

AT A GLANCE

FORMAT 2-Day Intensive Workshop (cohort-based)	AUDIENCE L&D Managers, Senior Practitioners, Aspiring Directors	COHORT SIZE 10–18 participants
PREREQUISITES None — Basecamp is the entry point	DELIVERY On-site or off-site; in-person	SERIES Foundation for Ascent & Outpost

CURRICULUM — THREE PILLARS, ONE INTEGRATED STRATEGY

	Diagnostic Consulting & Strategy	Stakeholder Partnership & Influence	Learning Technology Ecosystem Design
1	Diagnostic Consulting Framework Moving past order-taking. Conducting business-aligned needs analysis. Translating organizational pain into L&D strategy through structured needs analysis and performance gap identification.		
2	Business Alignment & Stakeholder Strategy Identifying and influencing key stakeholders. Building L&D as a strategic function, not a service desk. Stakeholder archetype mapping workshop.		
3	Learning Technology Ecosystem Design Ecosystem-before-program thinking. Mapping your current tech stack. Designing for adoption, not just deployment. The Ecosystem Canvas.		
4	The Learning Lifecycle Launch, Activate, Adopt — building programs that don't end at delivery. Designing for behavior change and measuring what actually matters.		
5	L&D as a Product Function Owning your technology decisions. Agile development applied to learning. Building iteratively and learning from what you ship.		

Capstone: L&D Strategy Artifact

Participants build and present a full L&D strategy document grounded in their real organizational context — ready for a leadership audience.

WHAT PARTICIPANTS LEAVE WITH

- A completed learning needs assessment grounded in a real organizational challenge
- Stakeholder influence map (their organization)
- Current-state Ecosystem Canvas (completed)
- A Learning Lifecycle design for a real program
- A full L&D Strategy Artifact (capstone)
- A presenter-ready deliverable for leadership