

Osmosis Proposal

Problem

This proposal was developed in response to a fictional Request for Proposals (RFP) from a fictional company, Health Care Cooperative (HCC). For this project, we developed an identity for a fictional company, Osmosis, and a proposal in response to HCC's RFP.

The proposal outlines Osmosis' approach to instructional design, our ideas to develop training in response to HCC's needs, and a detailed management plan and budget.

The text below describes the fictional company, its instructional needs, and our instructional solution.

Background

Health Care Cooperative

Founded in 1983, Health Care Cooperative (HCC) provides business services for health care providers in the areas of records management, patient billing, and compliance training. With approximately 500 employees in eight offices throughout the United States, HCC is an industry leader in its field and is committed to conducting its business affairs ethically and complying with all of the laws that govern its operations. HCC's training products focusing on the Health Insurance Portability and Accountability Act of 1996 (HIPAA) are nationally recognized for their ability to engage learners and effectively train workers in hundreds of small provider offices across the country. As such, HCC is looking for company to provide high quality training for its management team and has found such a company in Osmosis.

Ethics Training

With a company motto of "Do the right thing in all business and personal situations," HCC has established itself as a company of outstanding ethics and integrity. Its five foundational principles of accountability, honesty, integrity, openness, and respect guide HCC's work and is reflected in everything they do. With such high standards, it follows that HCC would invest in high-quality ethics training for its employees and that they would select a likeminded company such as Osmosis to partner with them in this effort.

To support its focus on "doing the right thing in all business and personal situations," HCC has distributed a Request for Proposals to develop ethics training for its entire leadership team. This target learning audience consists of 30-100 senior- and mid-level managers throughout the company. The focus of this training will be on creating a company-wide perspective on business ethics and the potential impact that unethical behavior can have on the company and as individuals. HCC also wants to prevent violations or breaches of ethics in the conduct of its business.

In the past, HCC has provided mandatory ethics training at its annual company meeting held at an off-site location. Once managers and supervisors returned to their offices, they were expected to communicate key concepts learned during this training to all HCC employees. This training provided HCC's management team information and opportunities to discuss specific problems that surface in the company with their peers. HCC has repeatedly expressed that one of the primary values of this training has been the opportunity it provided for managers to collaborate and learn from others. Osmosis' proposed training solution builds upon this strength.

Design

Our Successful Training Solution for HCC

After our dialogues with HCC's representatives, we designed an ideal solution for HCC's training needs combines the flexibility and trackability of online components with the collaboration of face-to-face sessions. Both facets of our proposed solution are discussed below.

Course Description

The Osmosis training proposal is designed to meet mandatory Federal Guidelines for ethics training and California's State laws regarding sexual harassment. As such, we prepared our timelines and budget to prepare a training program for HCC that meets minimum training time requirements. The courses are as follows:

- Course 1: Employee Personal Conduct
- Course 2: Appropriate Use of Company Assets
- Course 3: Sexual Harassment

To take advantages of the benefits of both the online and face-to-face training modalities, we recommended breaking Courses 1 and 2 into two modules as follows:

- Module 1 of Courses 1 and 2 will consist of a 1-hour Web-based training module for all employees
- Module 2 of Courses 1 and 2 will consist of a 2-hour face-to-face training courses for senior and mid-level managers, to follow up on the Web-based courses and enhance and deepen learner understanding and ability to apply skills related to the topic.
- In addition, to meet California State law regarding training on sexual harassment, Osmosis proposes to develop one 2-hour online course for senior- and upper-level managers on Sexual Harassment. As mentioned above, we recommend having all two hours of this training be online so that new managers can satisfy the legal requirement of taking the training within six months of hire.

Competencies

This project meets competencies 3, 14, and 16. A description of how this project meets these competencies is included below.

3. Promote collaboration, partnerships, and relationships for full inclusion with stakeholders, clients, subject matter experts, team members, etc.

The Osmosis proposal was developed in close collaboration with the "client" and my fellow Osmosis team members. We met with the client repeatedly throughout the proposal development process, refining our plan and adjusting it to match the client's needs.

14. Applying theories of diffusion, adoption, and change to a local problem, develop a change strategy.

As a part of the proposal development process, we developed a diffusion strategy within the fictional company, HCC. To accomplish this, we surveyed the client regarding the current corporate climate and how the proposed training would fit into this culture.

16. Employing effective strategies (e.g., team leadership, collaboration, accountability), manage one or more of the following endeavors

Developing this proposal included developing a detailed management plan for the proposed project. This management plan included a detailed schedule, budget, staffing plan, a plan for how Osmosis would communicate with the client, and plans for dealing with project setbacks such as schedule delays and budget overruns.