



# Custom Content and Curriculum Design



NIIT is one of the largest and most capable providers of custom learning design and content development solutions in the world. Using our proven design methodology and the most advanced media capabilities, we develop learning programs in all delivery formats, including instructor-led, online, blended, and collaborative learning. Our content development services are based on instructional design best practices, and our rigorous process enables us to deliver superior courses against predictable timelines. Client success is assured through appropriate tollgates and approvals at each step.

We offer flexible engagement models that rely either on our proven tools & infrastructure, or adapt to our customer's preferred development environment. We partner with Subject Matter Experts (SMEs) throughout the process to ensure that the program is highly accurate and effective.





NIIT offers unmatched scale and flexibility in content development, with capabilities that include complex gaming and simulation, AR and VR technology, 2D and 3D animation, and 360 interactive video. We also offer performance consulting to help organizations optimize their organizational effectiveness through current state analysis, strategy development, tracking, and measurement. Our learning solutions include instructor-led training, e-learning, performance support, social collaboration, and resources for ongoing development. Tools and applications including a learning management system (LMS), content authoring platform, collaboration tools, and a learning portal. NIIT has implemented courses on multiple platforms and ensures that interoperability standards are met in all the courseware we produce.

Our flagship Custom Content & Curriculum Design offering is spearheaded by our specialist content development division, Cognitive Arts based in Evanston, IL. Cognitive Arts was originally launched in 1994 as an independent company with a vision to create revolutionary learning environments based on theories and technology developed at Northwestern University's Institute for the Learning Sciences (ILS). NIIT acquired Cognitive Arts in 2002. Today, NIIT together with Cognitive Arts is the largest global provider of learning design and development dedicated to developing custom learning programs. Our state-of-the-art GameWorks studio in Sheffield, England delivers award-winning simulations and game-based learning in real time 3D environments leveraging AR and VR technology. Some of the content we've developed includes:



Core job skills  
for pivotal talent pools



New product  
rollout



Sales training



Employee lifecycle  
programs



Call center onboarding /  
improvement / management



Enterprise  
application rollout



Technical skills (e.g., claim  
adjusting or financial analysis)



Employee On-boarding /  
accelerating time to proficiency



Implementation of  
change initiatives



Management &  
leadership skills



Process rollout



Performance management /  
coaching programs



Six sigma / process  
improvement programs



Corporate compliance  
programs

## Critical Mistake Analysis

Our award winning and proprietary methodology

To ensure business alignment and measurable results, we employ our proprietary Critical Mistake Analysis (CMA) methodology. In a manner somewhat analogous to a quality-improvement methodology like Six Sigma, CMA methodology is based on identifying the most common and costly mistakes made by novices deploying target skills, performing a root-cause analysis to determine the underlying causes of these mistakes, and prioritizing training targets based on the business value of the potential improvement that can be made by addressing each.

NIIT and Cognitive Arts have proven the value of this approach in numerous client engagements across a variety of industries and content areas. Our customers have realized on-ground business impact through the content solutions we develop with CMA – whether it is reduced costs, improved time to proficiency, greater profitability, or increased efficiency.



# CMA is a 6 Step Process



# Rich and Engaging Learning Environments

Our content centers of excellence research and develop innovative approaches to content design and delivery, and integrate these new approaches into our practice.



Gamification and Badging



Real Time 3D Simulations



360 Interactive Video



Broadcast and Multimedia Video



Motion Graphics



Immersive Learning including AR/VR/MR/XR



Scenario-Based E-Learning



High-End User Interfaces



HTML 5 Animation and Delivery



Talking Heads Video



2D and 3D Animated Illustrations



Whiteboard Animation

# Content Development Transformation Story

## Enabling Leadership in Conflict-Ridden Zones

A leading humanitarian organization recognized the need to develop the frontline leaders known as supervisors who are spread across the globe and speak multiple languages. There was a need for an innovative learning solution that enabled participants to speak a common leadership language across the organization. NIIT's hybrid leadership program for frontline supervisors who provide vital food, medication, and essential supplies in the world's toughest conflict-ridden zones had a 95% graduation rate with improved performance and decision-making skills.



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