

LOUISE ROLLASON

Learning Experience Design Portfolio

B2B Learning · Instructional Design · AI-Enabled Learning

I design practical, learner-centred learning experiences that turn workplace needs into structured learning journeys, realistic practice and measurable outcomes.

Corporate learning across international professional audiences · Digital learning · Scenario design · Modular curriculum

Branching Scenario Design

Articulate Storyline 360 · The Deadline Negotiation



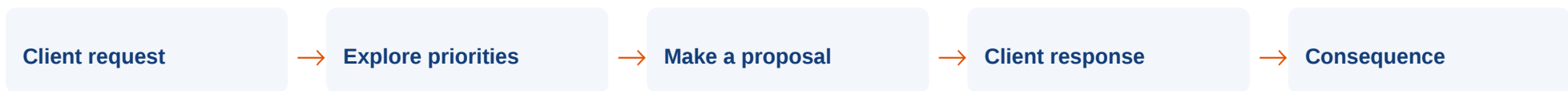
THE CHALLENGE

Learners take the role of a project manager negotiating a four-week client deadline when their team has established that six weeks is realistically achievable.

LEARNING OUTCOMES

- Explore the client's underlying priorities before proposing a solution
- Distinguish between agreeing to a demand and negotiating a workable outcome
- Communicate realistic delivery constraints clearly and professionally
- Evaluate the consequences and trade-offs of different negotiation strategies

SCENARIO FLOW

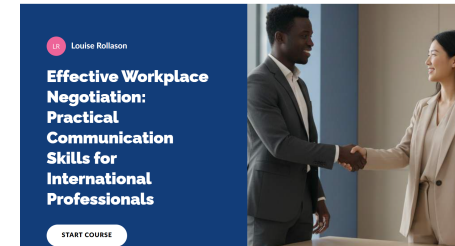


BUILT WITH

branching triggers · conditional navigation · client audio · timed animation · scenario-based feedback · multiple outcomes

Self-Directed Digital Learning

Articulate Rise 360 · Effective Workplace Negotiation



LEARNING DESIGN

Adult professional audience

Modular course structure

Scenario-based examples

Interactive practice

Knowledge checks

Downloadable resources

THE CHALLENGE

Create a self-directed digital learning experience that helps international professionals develop practical negotiation skills they can transfer directly to workplace situations.

DESIGN APPROACH

The course combines concise instructional content with realistic workplace examples, reflection, knowledge checks and practical application. Content progresses from preparation and questioning through proposals, concessions and reaching agreement.

Scalable Modular Learning Framework

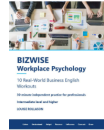
BizWise Workout Books · Meetings · Workplace Psychology · Management Skills



BOOK 1 – MEETINGS

Speak with more confidence and contribute effectively throughout a meeting.

Opening meetings · Joining discussions · Clarifying · Asking questions · Disagreeing diplomatically · Giving updates · Interrupting politely · Decisions and next steps



BOOK 2 – WORKPLACE PSYCHOLOGY

Communicate more effectively by understanding how people listen, respond, adapt and work together.

Emotional intelligence · Active listening · Empathy · Self-awareness · Adaptability · Resilience · Influence · Confidence · Psychological safety · Growth mindset



BOOK 3 – MANAGEMENT SKILLS

Use practical English to organise work, support people and manage performance.

Prioritisation · Planning · Decision-making · Delegation · Motivation · Time management · Problem solving · Creative thinking · Performance management · Continuous learning



THE DESIGN

A series of 30 independent professional-learning workouts built around authentic workplace communication, psychology and management challenges. Each workout uses the same repeatable learning pattern so learners can transfer the approach across different topics.

REPEATABLE LEARNING PATTERN

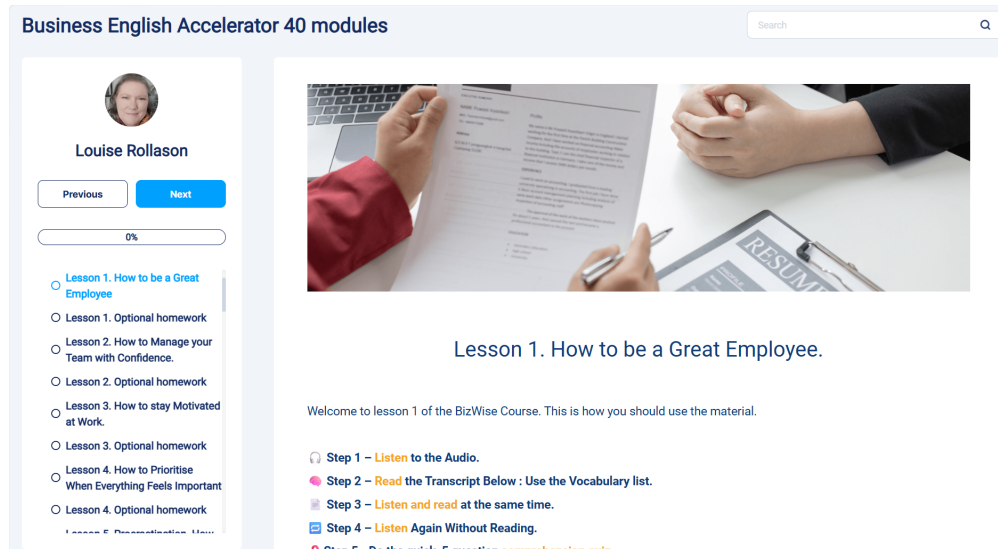


DESIGN VALUE

A consistent instructional architecture supports independent practice while allowing the subject matter, language and workplace challenge to change across the series.

Personalised Blended Learning Pathway

Business English Accelerator · 40 modular learning units



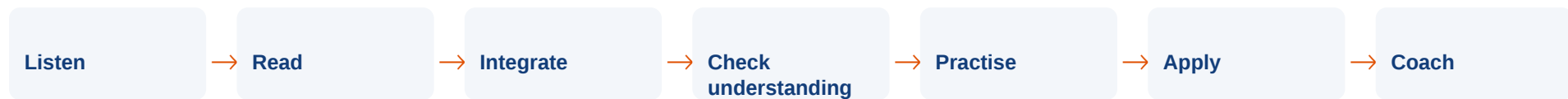
THE PROGRAMME

A structured 40-module programme combining guided independent learning with personalised 1-to-1 coaching. Modules integrate audio, transcripts, vocabulary development, comprehension, controlled practice and workplace application.

PERSONALISATION

The modular structure allows the learning pathway and coaching focus to be adapted to the learner's role, communication needs and professional objectives.

LEARNER JOURNEY



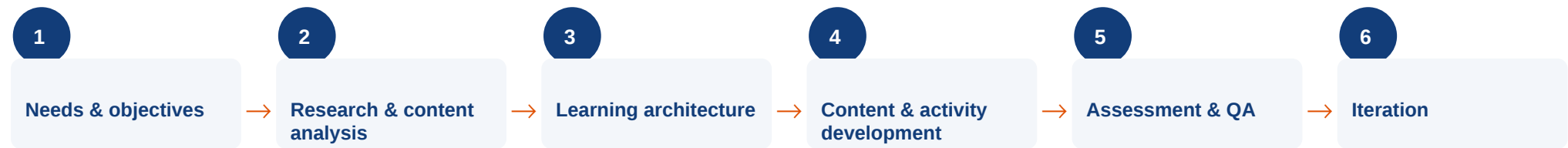
DESIGN PRINCIPLES

Guided practice · multimodal input · retrieval and comprehension · controlled-to-independent production · workplace transfer · coaching feedback

AI-Enabled Learning Design Workflow

Practical use of AI to support analysis, design, development and quality assurance

WORKFLOW



HOW I USE AI

I use ChatGPT, custom GPTs, Airtable and Google Workspace as part of my learning-design workflow for research, curriculum analysis, learning-pathway mapping, content development, assessment creation and quality assurance.

CAPABILITIES



Louise Rollason

Learning Experience Designer | B2B Learning & AI-Enabled Instructional Design

contact@bizwiseenglish.com

linkedin.com/in/louiseinfrance