

ANN-MARIA BENTON

Lead Learning Experience Designer

I design learning that transforms complexity into clarity.

For more than 25 years, I've helped organizations strengthen performance, elevate communication, and build confidence through learning experiences that are practical, human-centered, and measurable. My work blends instructional strategy, design leadership, and a deep commitment to learner empathy.



Simplify Complex Processes



Build Communication & Emotional Intelligence



Scale Across Diverse Business Lines



Drive Measurable Performance Outcomes

NEXT

What You'll Find in This Portfolio

A curated set of case studies that demonstrate how I approach:

-  Enterprise communication quality initiatives
-  Process improvement and workflow training
-  Leadership alignment and communication
-  Course redesign and learner engagement
-  Stakeholder partnership and buy-in

Each project highlights the problem, my role, the solution, and the measurable impact.

A Note About the Work

Because much of my work is proprietary, the examples provided are to illustrate my process, thinking, and capabilities while honoring confidentiality and organizational trust.

Let's Begin

Explore the tabs on the left to see how I design learning that supports people, strengthens performance, and moves organizations forward.

CCQ Initiative

Process Improvement

Job Aid

Redesign

Stakeholder Buy-In

Design Samples

Thank You!



Problem

- NPS feedback showed gaps in empathy, probing, respectful language, and confidence.
- Members in crisis felt unheard, frustrated, and unsupported.
- Advocates lacked a consistent communication framework across business lines.
- Leadership needed a rapid, scalable solution deliverable in 45 days.

[More Information](#)

Consumer Centric Quality (CCQ) Initiative



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My Role

- Assembled and led a cross-functional design team.
- Conducted rapid analysis of NPS data and existing training in current LMS, LinkedIn Learning, and YouTube.
- Identified what needed to be designed new, what could be reused, and what could be adapted.
- Created the design outline, modality strategy, and project timeline.
- Designed several modules personally.
- Established a peer review workflow with at least two reviewers per module.

Solution(s)

- A 45-day rapid-deployment learning ecosystem built for scale, clarity, and behavior change.
- Skill Domains Addressed
 - Empathy & Emotional Intelligence
 - Probing & Follow-Up
 - Questioning
 - Member-Centric Language
 - Confidence-Building Communication
- Fully scalable across all lines of business.

Impact

- 36% increase in member satisfaction, directly tied to improved communication behaviors.
- 18% reduction in callbacks and fewer unnecessary transfers.
- Increased advocate confidence and stronger call ownership, confirmed through QA audits and coaching feedback.
- 100% adoption of the new learning resources across all business lines.
- A repeatable, scalable communication-quality framework now used enterprise-wide.

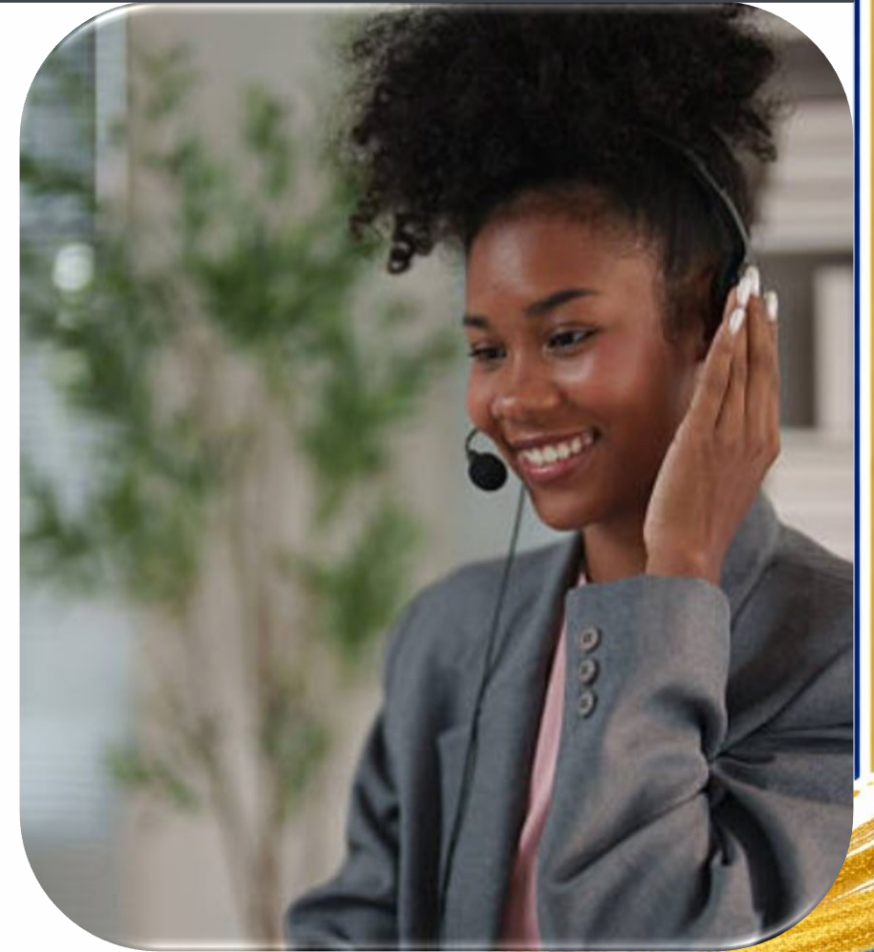


Problem

- Advocates used two separate systems to review voicemails, return calls, document interactions, and archive records.
- The split workflow caused duplication, tracking issues, and inconsistent ownership.
- A new unified application was launching within 30 days, and advocates needed training two weeks before go-live, leaving only one week to design the training.

[More Information](#)

Process Improvement



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My Role

- Lead Instructional Designer and Project Manager responsible for:
 - Rapid needs analysis.
 - Training strategy.
 - Content creation.
 - Coordinating a train-the-trainer rollout.

Solution(s)

- Created a concise PDF job aid mapping current tasks to their new locations in the Voicemail View app.
- Leveraged vendor documentation to build accurate training within one week.
- Trained senior outbound advocates, who then uptrained the full team.

Impact

- Advocates were fully prepared for beta testing and confident by go-live.
- Workflow became streamlined with listening, callbacks, documentation, and archiving all in one place.
- Reduced duplication and improved tracking and record ownership.
- Outbound callback efficiency significantly increased.



Problem

- Inconsistent leadership communication created confusion, uneven expectations, and declining trust across teams.
- Priority messages were not cascaded in a timely manner, causing operational delays.
- Leaders were not reading or responding to communications consistently.
- Lack of regular team meetings reduced opportunities for clarity, alignment, and Q&A.

[More Information](#)

Leader Messaging Alignment: Job Aid



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Leader Messaging Alignment – Job Aid

My Role

- Conducted analysis to identify missed or delayed leadership communications.
- Reviewed email, chat, and meeting patterns to pinpoint gaps and inconsistencies.
- Identified impacts on clarity, expectations, morale, and trust.
- Assessed business impact including delays, rework, and uneven execution.
- Formed a cross-functional team (HR, Ops, Supervisors) to validate findings.
- Led discovery sessions to uncover root causes and communication barriers.
- Guided the team in defining requirements for a standardized communication approach.

Solution(s)

- Leader Messaging Alignment Guide that standardized how leaders communicate and cascade priority messages.
- Set clear expectations for communication cadence and responsiveness.
- Provided templates for meetings, updates, and message cascades.
- Added hands-on practice activities leaders could apply immediately.
- Integrated quarterly facilitator-led focus groups to reinforce skills and share best practices.
- Provided access to a video library with short, practical communication tips.

Impact

- Improved timeliness of message cascades.
- Improved trust in leadership communication.
- Faster alignment on priorities.
- Fewer operational delays and less rework.
- More engaged teams with better morale.
- Leaders expressed feeling more supported and better equipped.

Sample Questions

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Examples of Quarterly Focused Group Questions

1. What types of messages do you find hardest to cascade consistently?
2. When priority messages are sent, what gets in the way of timely communication?
3. How confident do you feel facilitating team discussions or Q&A sessions?
4. What communication tools or templates would make your job easier?
5. How often do you hold team meetings, and what prevents a regular cadence?
6. What information do your teams say they are missing or unclear about?
7. How do you currently prepare for team meetings or message cascades?
8. What examples of effective communication have you seen from other leaders?
9. What training or resources would help you communicate more effectively?
10. How do communication delays impact your team's performance or morale?



Problem

- Current Behavioral Health course was text-heavy, overwhelming, and emotionally intense.
- RISE format offered minimal interactivity or space for reflection.
- Learners lacked practice opportunities with real behavioral health call examples.
- ILT relied heavily on lecture instead of guided discussion.
- Total duration was 5 hours, contributing to disengagement and low retention.

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Redesign



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My Role

- Lead Instructional Designer and Project Manager for the redesign.
- Researched and curated internal/external video content.
- Designed the blended learning structure (self-paced plus ILT).
- Built interactive elements, reflection prompts, and scenario-based practice.
- Partnered with trainers to shift ILT to facilitation-focused delivery.

Solution(s)

- Introduced short videos to simplify complex concepts.
- Added interactive knowledge checks (matching, multiple choice, scenarios).
- Built Reflection Moments and intentional breaks for emotional processing.
- Integrated real behavioral health calls with scenario-based practice.
- Added role-play opportunities to build confidence and skill.
- ILT redesigned so trainers acted as guides, not lecturers.

Impact

- Post-training evaluations showed learners felt more connected to the content and better prepared for behavioral health calls.
- Increased confidence through hands-on practice and guided role play.
- Improved retention with interactive and reflective elements.
- Reduced course length from 5 hours to 3 hours while improving quality.
- Created a psychologically safe learning environment with built-in processing time.

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Problem

- A stakeholder asked for classroom uptraining after new compliance requirements were introduced.
- Agents now had to follow a revised customer-interaction procedure with multiple required steps.
- Incorrect execution of the new process could expose the business to legal and regulatory consequences.
- The stakeholder believed traditional classroom training was the best approach for ensuring accuracy and adoption.

[More Information](#)

Stakeholder Buy-In: Learning Hub



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My Role

- Reviewed compliance documentation to identify required tasks and risk points.
- Created a pre-course assessment to gauge agents' existing knowledge and determine appropriate learning levels (beginner, intermediate, advanced).
- Met with the third-party vendor to review current training materials and clarify content gaps.
- Completed their training to understand the learner experience firsthand.
- Presented findings and recommended a blended learning approach - self-paced modules followed by a facilitator-led FAQ session.

Solution(s)

- Designed quick, self-paced modules ready 21 days before launch.
- Each module introduced the new procedure, explained its importance, and linked directly to supporting SOPs.
- Developed 3–5-minute scenario-based videos simulating customer calls, requiring learners to respond and perform tasks.
- Added a knowledge assessment with a required 80% passing score.
- Scheduled staggered ILT Q&A sessions after completion for reinforcement and clarification.

Impact

- 100% of agents completed training before rollout.
- Compliance accuracy increased by 28% within the first month. QA audit reports showed the new process was followed correctly on 100% of calls.
- Average handling time decreased by 12%, as agents became more confident with the new workflow.
- Stakeholder satisfaction rose by 35%, reflected in post-implementation feedback.
- Legal risk incidents dropped to zero in the first quarter after deployment.

Send Search Results to Customer's Email



- 1 SAVE RESULTS** Locate provider and click "Save Results".
- 2 CAPTURE INFORMATION** 
- 3 PASTE SEARCH RESULTS** Click the "Capture" button. 
- 4 VERIFY EMAIL ADDRESS** 
Confirm & update the customer's email.
- 5 DOUBLE CHECK EMAIL** 
Verify email address again.
- 6 READ DISCLOSURE** 
Return to your Capture script and read the disclosure to the customer.
- 7 CLOSE THE CALL**

Huddle Guide



Topics to Cover

■ Health Assessment

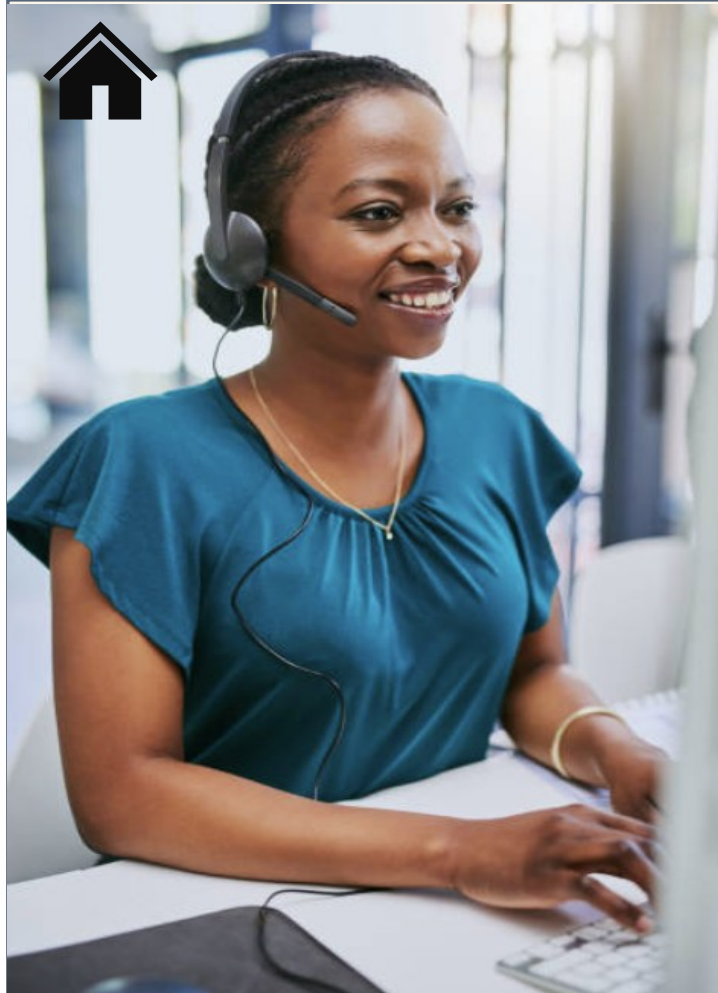
- **Reiterate: Do not hang up first;** stay on the line and transfer to the health assessment line.
- Audit reports show transfer rates decreased by 30%.
- Let customer know it will only take **five minutes**.
- If they can't take it at the time, provide the 800 number.

■ Use Correct Phone Statuses

- In between calls, use **Available/Unavailable** when completing the call wrap up.
- **Do not** leave phone on **Available**—another call will come in.

Supervisor Note

Encourage agents to **check with their team leads** when they have a question. They're there to help.



Welcome to MyLearning Hub

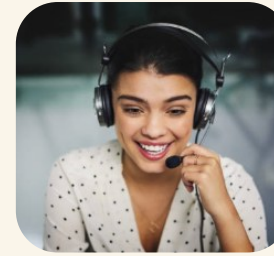
[Resources](#) [Knowledge Hub](#) [Quick Links](#)



Compassion



Empath 2:45

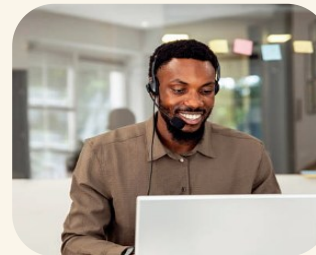


Understanding 3:45



Action 1:45

Probing Questions



Curiosity 1:30



Active Listening 3:30



Clarification 2:45



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In Closing

Thank you for reviewing my portfolio.

Every project I design begins with a single goal: to create learning that is engaging, meaningful, and measurable. Each solution is built not only to inform, but to inspire confidence,

Looking Ahead

The journey of learning design is never static. It evolves with every conversation; every insight, and every learner.

I continue to explore new ways to merge creativity with strategy and to build experiences that empower people and strengthen organizations.

Let's Connect

If my approach resonates with your vision, I welcome collaboration and conversation.

Together, we can design learning that moves people forward while strengthening organizational goals, culture, and long-term vision.