



April 21, 2022

News Of Note



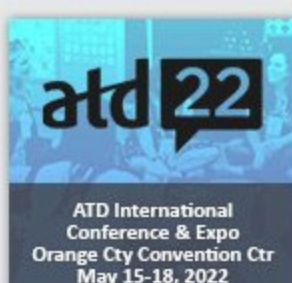
On March 17, 2022, Change by Design celebrated the 14th anniversary since its inception



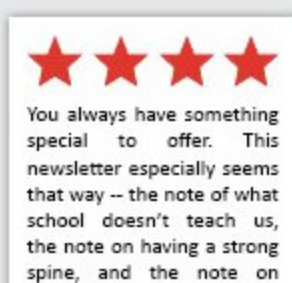
New contract awarded to Change by Design by the International Municipal Signal Association (IMSA)

Upcoming Events

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March Reader Feedback



Peacemaking May Be The Ultimate Spring Salve During Turbulent Times Filled With Change

Greetings *|FNAME|*,

Spring has sprung in Tallahassee! Everywhere my husband and I hike, we look up and see new green buds bursting out all over the trees... which means it's THAT time again. Paul's seasonal allergies have kicked in full force, and our black Ford Ranger is now yellow with pollen. But flowers are also everywhere now, which is a treat for the eyes and helps make our long walks pass by much more pleasantly than in Winter.



As we march through so much new life around us in the season of renewal, we have a lot to celebrate. [Last month](#) I talked about the 14th anniversary of my company and shared key things I've learned since starting the business. This issue marks a related but different anniversary: **the first birthday of OOMPH!** This month, one year ago, we started sending email subscribers the Change by Design newsletter. Like Change by Design, **OOMPH!** has continued to grow and refine with time, simply by practicing continuous improvement. I've asked for feedback and you have sent it, with the team working each month to make this newsletter even better.

In that [very first issue last April](#), I shared a brief glimpse of something personal that I was building in parallel to running Change by Design. It's called **Salt**, and it is a 4-hour training journey for church members and community member attendees alike to learn how to live the beatitudes as peacemakers. The program has a biblical focus on the beatitudes in Matthew, most specifically:

- "Blessed are the peacemakers, for they shall be called sons of God" and
- "You are the salt of the earth. But if salt loses its taste, with what can it be seasoned? It is no longer good for anything but to be thrown out and trampled underfoot."

In my business and my personal life, I've pursued my passion for effecting change. **Salt** was born out of my great desire to see a healing to the divide I've felt in our country. Salt is designed to help my fellow Christians transition from a habit of judgment to a practice of compassion, kindness, forbearance and love for our fellow human journeymen and women, without compromising our principles. I've been honing this ability in my own life for more than 30 years (with, still, lots of metaphorical clay on my feet). Recently I realized it would be timely to share more about Salt... especially around Easter, and during this period of conflict and war abroad. If anything about Salt piques your interest, please [email me](#) for how you can get more involved.



Speaking of new, we've also been heavily engaged in onboarding new team members for the next round of Change by Design projects. I recently hired a [performance recruiter](#) to scout talent, and completed an initial round of interviews in Q1. Since then, [Robin](#), [Melissa](#) and [Jonathan](#) (my core leadership team) have held several rounds of second interviews with the candidates who pass my screening and gut test to validate the capabilities of instructional designers, graphic designers, interns, project managers, quality specialists, and other professionals for specific contracts. We are on track to double last year's revenue, which makes it even more critical now to have the right people involved, delivering on all our quality promises to each client.

As a small business owner, I believe it's never too late to learn something new. Therefore, I was thrilled recently to be invited to join the [Jim Moran Small Business Executive Program](#) here in Tallahassee. This program is built for expanding companies like mine, providing a 360-degree perspective on what we need to focus on as we grow. They encourage a 'Business Model Canvas' to align our value proposition to specific client segments. While in Cohort 16, I'm looking forward to building several Canvases that will help develop greater clarity around my long-term strategy.



Whether you are improving your own business, working to make a difference in the community, or even suffering from seasonal sniffles, I hope you find time to go outside and enjoy the new in the air. It's beautiful, healing and so necessary. Remember that we never know when things may change for the worse, or for the better, because new never lasts forever.

Yours Truly,



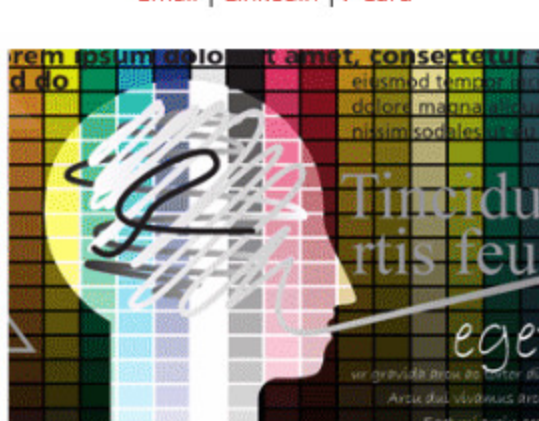
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eLearning Graphic Design, Part 1: Overview of how to deliver successful learning outcomes



By: Jonathan Flieder
[Email](#) | [LinkedIn](#) | [V-Card](#)



Today's instructional design professionals are frequently expected to wear numerous hats. These can include skills built on-the-job, instead of during their degree program. In addition to a solid grounding in education learning models, psychology, neurology, stakeholder/SME interviewing, group discussion facilitation, and elearning technologies, IDs are now often asked to perform traditional graphic design tasks. They are even expected to elevate the courses they build aesthetically, but that can be a tall order.

It's incredibly challenging for IDs who feel less confident with visual design and creativity to do this, even when they are outstanding researchers and content writers. This article is the first in a series to help you apply graphic design principles like a pro.

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Change By Design has incorporated the practice of continuous improvement throughout our operations, which carries over into this publication. So we'd love to hear where we stumbled, where we hit the mark, and any other feedback you have. Please rate the newsletter on a scale of 1-4 stars, with 1 (*--*) being terrible, and 4 (****) being terrific.

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