



# On-Demand & On-Point: Creating a Custom Learning Library for Talent Growth

November 18 • 1 PM ET/10 AM PT



**Heidi Beeman**  
Learning & Development  
Manager  
SoCalGas



**Luis Espinoza**  
Instructional Designer II,  
SoCalGas



# CREATING A CUSTOM LEARNING LIBRARY FOR TALENT GROWTH

Presented by:

**Luis Espinoza**

Instructional Designer II

**Heidi Beeman**

L&D Manager



**If we already have content, what is truly getting in the way of it being used, valued, and driving performance?**

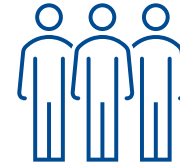
# Strategic Vision



Shape the future of learning by bridging gaps to advance our high performing culture.




Create an on-demand eLearning library of micro learnings to empower learners at all levels to reach their full potential.



Break learning and development barriers for represented and management employees, to inspire a future of all learners, regardless of job title.



Offer a diverse range of high-quality, compact courses with SoCalGas business needs in mind, to foster a community of lifelong learners who can acquire new skills, expand their knowledge, and pursue their interests with confidence.

A white lightbulb icon inside a white circle, which is set against a blue circular background with a subtle gradient and a drop shadow.

# What are SCGU Learning Accelerators?



SCGU Learning Accelerators are compact, impactful, action-focused eLearning modules, built to support seasoned leaders looking to upskill, new employees seeking to learn and grow, and those passionate about lifelong learning.

Each SCGU Learning Accelerator is tailored to support learning and development needs and goals while being accessible and efficient.

# Design and Development Process



## Starting Point

- **Business need:**  
Align learning with leadership competencies and safety standards.
- **Constraints:**  
Time, union / non-union considerations, scalability.



## Design Principles

- Microlearning format (15 min modules).
- Modular, learner-directed, culturally sensitive.



## Tools & Tech

- **Rise 360** for development.
- LMS for hosting and tracking.



## Process


- Agile development cycles (short iterations, SME feedback).
- Stakeholder engagement for accuracy and buy-in.



## Accessibility

Mobile-friendly, inclusive language, clear navigation.


# Learning Accelerators Samples



## AI Awareness: Recognizing the Opportunity

START COURSE

Join us in this Learning Accelerator to discover how artificial intelligence (AI) is transforming our work at SoCalGas! This program not only builds your understanding of AI but also empowers you to identify exciting opportunities to use it responsibly in your daily tasks.



### What is the Relationship Between Goals, Standards, and Objectives?

Before establishing performance standards, let's clarify the relationship between goals, standards, and objectives. These terms are often used interchangeably, but they have distinct meanings.

Standard

Goal

Obj. Obj. Obj.

**Standard**  
Specific criteria defining acceptable performance when working towards an objective.

**Goal**  
Broad, long-term outcomes the organization wants to achieve.

**Objective**  
Specific, measurable steps to reach the goal.

Let's look at some practical examples of standards, goals, and objectives. This will give you a better idea of how they interact with each other in context.



A Customer Service Representative manually categorizes and forwards customer emails to the correct department.

☒ Yes, this is a challenge or opportunity worth exploring.

☐ No, this is not a challenge or opportunity at this time.


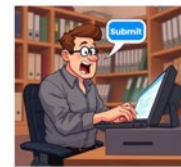
CONTINUE

### Larry and the Chatbot

Now that we have established the different components involved in the AI Program Lifecycle, let's see how Larry and the rest of the stakeholders manage the situation. Click or swipe right to review each step.

Stage 1

#### Pre-Discovery



Last time, we saw our hero, Larry Mitchell, successfully submit the intake form and define the current issue, as well as his vision for the potential outcome.

The submission is then reviewed by the Value Realization Office (VRO) to assess its potential alignment with organizational goals. This is defined as the Pre-Discovery stage.



# What's one challenge you face when creating scalable learning solutions?

Drop your answers in the chat.





# Implementation and Rollout



## Phase 1

SoCalGasU website  
+ Newsletter

## Phase 2

Embedded in  
existing classes

## Phase 3

ERG mentorship  
programs

887

Learning Accelerators Taken

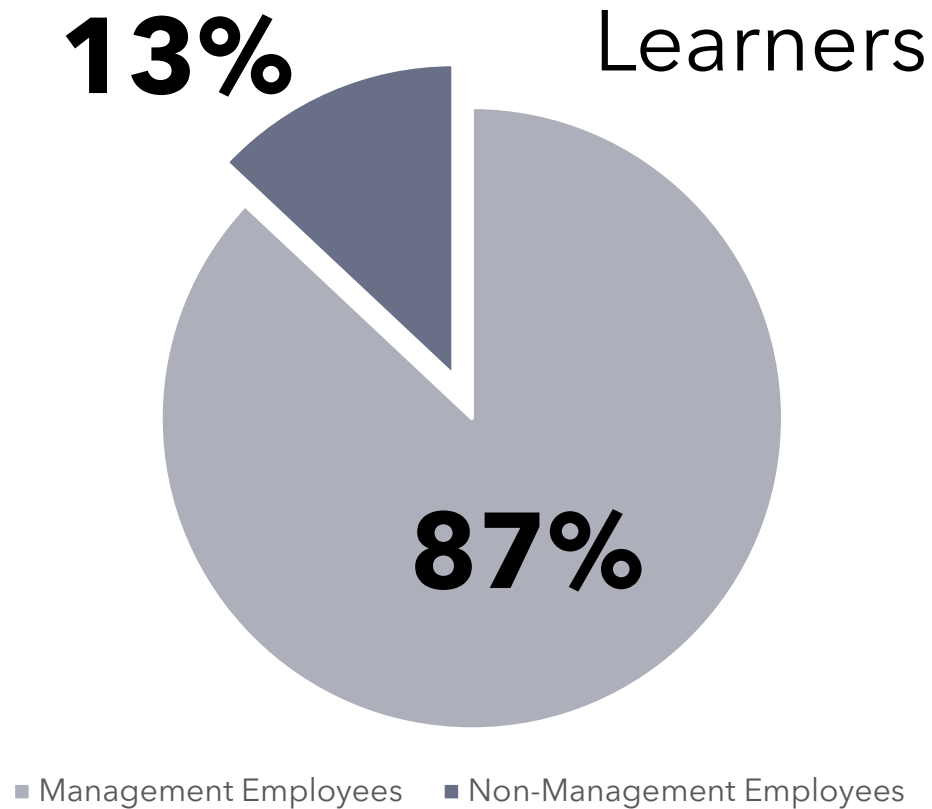


Fostering a Culture of  
Continuous Learning

220

Hours of Learning

# Impact and Outcomes



**89%**

Average of respondents who rated the course an 8 or higher.

**94%**

Average of respondents agreed that the training has improved their knowledge/skill.

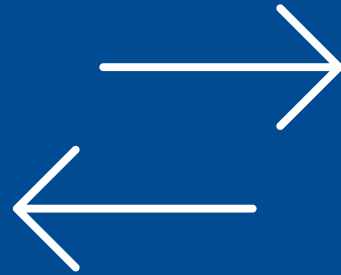
**74%**

Average of respondents interested in attending a more in-depth training around the topic.

# Lessons Learned



**What has  
worked**



**What we'd do  
differently**



**Advice for  
others**



# Questions?