

# NORMAN LAMONT

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## SKILLS

- E-learning consultancy
- Instructional design
- Test item writing
- Accessibility
- Articulate Storyline
- Coaching, mentoring in e-learning
- Action Mapping
- Scenario writing
- Clear writing
- Mindfulness training

## ACHIEVEMENTS

- Speaker, Learning Technologies 2013, eLearning Network, eLearning Alliance
- Expert in elearning scenario design, with over 40 blog posts on the subject
- Designed elearning scenarios for charity and care workers, sports coaches and PE teachers
- Assisted Action Mapping guru Cathy Moore at UK Action Mapping course
- Conducted Action Mapping sessions for over 20 new courses in two months at Lloyds
- Designed and built over fifteen versions of learning portals in Lloyds over 13 years
- Designed all HTML / Javascript templates for Lloyds TSB e-learning team, from page-turners to complex branching scenarios
- Coach and advisor to design teams at Scottish Widows and Lloyds Banking Group
- Satirical Slideshare *New Technology – The Threat to Your Information* over 54000 views

## LIGHT TOUCH LEARNING 2015 - present

Since 2015 I have been freelance. I have worked with Coachwise, Aberlour Children's, Sense Scotland, Goodpractice and Learningrapid to create branching scenarios and Storyline modules. I've created a job aid and series of training videos, *Designing Predicaments* for writing scenario-based elearning. I've acted as an advisor on scenarios to The Good Things Foundation and The Edge video company.

## LLOYDS TSB AND LLOYDS BANKING GROUP 2000 – 2014

When Lloyds TSB took over Scottish Widows in 2000 I was seconded to a new Learning Technology team of home-based workers. At first I designed and built templates for 'bite-size' reference resources but soon I was rebuilding the entire Lloyds TSB Learning portal (a static portal, not an LMS). When we moved into building e-learning in-house I designed and developed the templates we used in HTML and Javascript. I also set the instructional design standards and assisted with the user interface of our first LMS. I also developed templates for complex branching scenarios and a process for authoring them.

In 2009 Lloyds merged with Halifax and Bank of Scotland and the learning function has been reorganised several times since then. I went from an e-learning production role to an advisory and consultancy one. When the strategy was to have multiple portals for business units with deep links

into the LMS I designed and built the portals working with the database developers doing the back end.

I set up a group-wide community of practice for online learning in all respects in 2011, at an event led by Charles Jennings and have produced a monthly newsletter since then. In 2012 a major outsourcing project saw groups across the company leading projects from three external suppliers. I led an Action Mapping session for most of these projects and vetted Action Maps produced by the other teams. I spoke about this experience at Learning Technologies 2013 which led to some external consultancy and to a close association with Cathy Moore.

### **SCOTTISH WIDOWS 1990 – 2000**

I was appointed to lead the implementation of Computer-based training (CBT) in 1990. I co-founded a Learning Centre which ran until 2000, staffed and using libraries of off the shelf material as well as in-house authored material created in TenCore. When in-house authoring was abandoned in 1998 I headed a team to design and produce distance learning, online tests and presentations for senior managers. I created the first HR site on the first corporate intranet before obtaining a secondment to the new Learning Technology team in Lloyds TSB in 2000.

### **BRITANNIA BUILDING SOCIETY 1987 – 1990**

I worked with a contractor on their first CBT courses then headed a team of five creating CBT and workbooks.

### **BEFORE 1987**

I taught English as a Foreign Language at the Universities of Manchester and Salford and, before that, in language schools in Edinburgh, the south of England, Germany and Egypt. I have a degree in Philosophy and Religion from Glasgow University and post graduate qualifications in Linguistics and Language Teaching and in Social Administration.

### **OTHER INTERESTS**

I am a songwriter and recording artist with several albums to my name, and am trained as a teacher of Mindfulness in a secular context.

### **CONTACT DETAILS**

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