ADELE HOOK

LEARNING DESIGNER

CONTACT

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Based in Nottingham

SKILLS

Curriculum design
Application of learning theory
Instructional design
eLearning development
Needs analysis and assessment
Wireframing and storyboarding
Scriptwriting
Management of LMS/VLEs
Working with SMEs
Project management
Data analysis
Leadership and management
Coaching and mentoring

TOOLKIT

Articulate Storyline 360
Articulate Rise 360
Adobe Creative Cloud
Audacity
Genial.ly
Camtasia
Power BI
Microsoft Office
Google Suite

Adele Hook
LEARNING DESIGN

I am passionate about great learning. Learning that really has an impact and creates change for individuals, be that as part of their personal development or professional advancement. This passion has led me to 13 years of working in learning design and delivery, translating complex theories and industry best practice into engaging learning experiences that yield real-world, measurable results.

I love working with a range of tools to design learning experiences, underpinning whatever I do with learning theory and instructional design principles. I've successfully crafted and implemented an array of learning products, from dynamic multimedia eLearning content to complex blended programs. I've also developed comprehensive facilitator packs, bite-sized microlearning modules, interactive resources, virtual classroom environments and social learning initiatives.

RELEVANT TRAINING & QUALIFICATIONS

May 2024: Digital Learning Institute. Professional Diploma in Digital Learning Design (final grade pending).
October 2023: Range of courses in Power BI.
September 2022: Instructional Design for Online Learning (Rise and Storyline).
March 2017: Data Analysis Masterclass (managing large data sets, analysis skills and reporting frameworks).
December 2015: Advanced Excel Skills (macros, use of pivot tables, validating data entry, conditional formatting, creating dashboards).
2011 to 2013: The University of Nottingham. Post Graduate Certificate in Education in English, Teach First (Outstanding)
2002 to 2005: The University of East Anglia, Norwich. BA (Hons) English and Film 2:1

EMPLOYMENT EXPERIENCE

March 2024 - Present: Adele Hook Learning Design
Learning Designer | Instructional Designer
Recent freelance work has included:

- August 2024 - Present: Learning Consultant at RTS Group
- August - October 2024: Judge for the Learning Technology Awards (Best Learning Technology Project - Public and Non-Profit Sector)
- May - August 2024: Learning Designer at RTS Group
- May - July 2024: Learning Designer for East Midlands Combined County Authority

August 2023 – March 2024: The AA
Leadership Development Manager
The AA is a business of over 7000 people that provides a range of services related to the motor industry. I led the strategy and design of all leadership and talent interventions for first- and second-line managers across the business.

- Led the full redesign (ADDIE) of two major leadership programmes within the business. This included the creation of a blended programme for newly promoted line managers and the design of a range of online workshops for experienced leaders.
- Applied learning theory and design principles to deliver new leadership interventions, such as a 'Driving Performance' online programme to support line managers through the appraisal process.
- Led the full redesign of The AA's Learning Hub (CMS) to encourage greater engagement with learning and development. This project resulted in a 25% increase in visits to the Learning Hub and a 40% increase in sign-up for sessions.

January 2022 – July 2023: Frasers Group
Leadership Development Partner
Frasers Group is a large collection of retail brands with over 30,000 employees in the UK, Europe and Asia. I led the strategy, design and delivery of all of Frasers Group's internal leadership and management development programmes.

- Sole responsibility for the design and delivery of Management Without Limits, Frasers Group's flagship six-month development programme. The programme consisted of six workshop sessions (in-person) supported by five eLearning modules (designed on Articulate Storyline). I also conducted detailed needs analysis, complex stakeholder management, business communication and buy-in, and rigorous evaluation as part of this project.
- Management Without Limits was open to nearly 2600 management colleagues across the UK and Ireland and resulted in a 97.5% increase in knowledge and confidence (no previous training in place) with a Net Promoter Score of 93. Data also showed that 41% of participants on Management Without Limits were promoted either during the programme or within three months of finishing.
- Leadership of the design and delivery of Management Essentials - a short-form online training programme for aspiring managers - including eLearning modules built on Articulate Rise.

January 2019 to July 2021: Police Now
Head of Programme Curriculum
Police Now is a social enterprise and charity that trains exceptional individuals to ethically police the most deprived and vulnerable communities in the UK. I was accountable for all learning design on the Police Now programmes.

- Led a team of 13 to successfully manage the complete redesign of two, two-year operational policing and leadership development programmes, from initial conception to full evaluation. Both programmes included eLearning modules, in-person residential training, university assignments, and written and role-play assessments.
- Achieved the CIPD Award 2021 for Best L&D Initiative (Public & Third Sector).
- Worked closely with SMEs to embed a rigorous four-stage quality assurance process to ensure complex information – such as legislation and policing process – was correctly communicated and thoroughly assessed.
- Worked with the University of Huddersfield and College of Policing to accredit both programmes as Level 6 qualifications.
- Led the movement to a hybrid Academy model in response to Covid-19, with 41 working days to design and implement an online training strategy and curriculum. By the end of the online phase, 97% of participants rated their learning experience as good or excellent.

March 2018 to December 2018: Teach for Bulgaria, Teach for Malaysia, Think for the Future
International Projects (UK, Bulgaria, Thailand and Malaysia)
Developed international experience in programme design with a specific focus on curriculum development and use of data. Some examples of this work include:

- May 2018 to Nov 2018: Supported senior team members at Teach for Bulgaria in managing the design and implementation of their Leadership Development Officer role. This included supporting the writing of the role description and performance indicators, designing the induction programme, and planning the year-long training curriculum.
- July 2018 to Dec 2018: Supported Teach for Malaysia's Summer Institute by delivering training to their participant development team and designing leadership development sessions for participants.

August 2014 to July 2018: Teach First
Enhanced Leadership Development Officer and National Data Lead
Teach First is a social enterprise and charity that aims to address educational disadvantage in England and Wales. I drove participant impact and pupil progress through excellent content design, coaching, mentoring and data analysis.

- Designed and delivered leadership development content to over 600 programme participants on an annual basis, with specific coaching and development responsibilities for 40 individuals each year.
- Promoted to an enhanced role in 2015 to lead monitoring and evaluation for my team, overseeing participant impact and core requirement completion for over 300 teachers.
- Promoted to National Data Lead in 2016 to manage a team of 11 Local Area Data Leads. The team's work focused on measuring the leadership impact of approximately 1200 teachers nationwide.
- Conducted a training needs analysis and designed a Data Leads Curriculum to develop the use of Excel and evidence-based decision-making throughout the organisation. This project resulted in year-on-year improvements in data collection rates and excellent participant feedback on data-specific coaching.

July 2011 to July 2014: Teach First (Mill Hill School, Ripley)
English Teacher and Teaching and Learning KS3 Lead
Completed Teach First's Leadership Development Programme, resulting in a grade of 'outstanding' by the end of year 1.

- Developed excellent learning design skills, knowledge of which I have maintained and developed throughout my career.
- Led on designing training and development programmes for newly qualified teachers to build confidence and leadership in the classroom. Due to the success of this project, these workshops were also delivered to under-performing teachers.