

Scaling an L&D Team Without Expanding Headcount

How a large construction company used **IDLance+** to support an evolving portfolio of learning projects.



The Challenge

A large construction company wasn't looking for another vendor to build a single course.

Their Learning & Development “team” consisted of just one person supporting multiple initiatives, each with changing priorities and different production needs. Instead of hiring additional full-time staff, they needed a flexible partner who could scale support up or down and bring in specialized expertise wherever it was needed.

Throughout the **13-week Squire Tier retainer**, work shifted between instructional design, AI-assisted development, microlearning, LMS administration, QA, project management, visual design, learning strategy, and more. The team changed as the work changed, without our client needing to hire any additional staff or juggle multiple vendors. As demand grew, the client **moved up to the Knight Tier**, gaining additional capacity while continuing to work with the same trusted team.

What We Supported

Throughout our engagement, the client tapped into expertise across multiple disciplines, including:

Instructional Design & Development

- Expense reporting training
- Safety training microlearning
- New learning assets
- Content updates and revisions



What We Supported (continued)

AI-Assisted Development

- Updated existing Synthesia videos
- Created new AI-generated learning videos
- Refreshed content as business needs evolved

LMS Support

- Cornerstone LMS consultation
- Learning path guidance
- Curriculum support
- LMS advisory services

Visual Design

- Learning graphics
- Course branding & visual standards
- Assets for Rise, Storyline, PDFs, and other learning solutions

Quality Assurance

- Course reviews
- Issue tracking
- Final verification before delivery

Project & Program Management

- Managed multiple concurrent learning initiatives
- Coordinated instructional designers and developers
- Adjusted team resources as priorities changed
- Tracked retainer utilization
- Shared regular progress and hour reports
- Recommended additional support as new needs emerged

Microlearning

- Recommended 7taps as a solution for targeted learning needs
- Platform implementation and ongoing support
- Just-in-time learning resources



Why IDLance+ Was a Fit for Our Client

The client's Learning & Development team consisted of one person supporting an ever-growing list of learning requests. Hiring an entire in-house team wasn't realistic, but neither was expecting one person to do it all.

Instead of hiring one more generalist, they gained access to an entire bench of specialists, including:

- Instructional Designers
- eLearning Developers
- Graphic Designers
- Project Managers
- Program Managers
- Quality Assurance Specialists
- LMS Administrators
- Learning Strategists

Instead of deciding who should tackle each request or coordinating multiple freelancers, the client simply told us what needed to get done. We assembled the right team, shifted resources as priorities evolved, and kept projects moving.

The results spoke for themselves. After the initial Squire Tier engagement, the client **added a Knight Tier retainer to continue the partnership.**

They also brought on one of our community members as their Learning Strategist, turning their "team of one" into a team of two, without ever posting a job opening.

What Could Your Team Accomplish With a Few More Specialists?

Some teams need a little extra capacity. Others need an ongoing extension of their Learning & Development team. IDLance+ was built to support both.

Let's figure out what your team needs next!



GET STARTED

