

Building the Future:

# Value-Added Training to Empower and Enrich the Community

**An Upskilling Training Development Case Study from Our Work with Freddie Mac**

Develop an upskilling training that would teach the importance of building, maintaining, and using credit to improve financial literacy in communities across the United States.

## CHALLENGE

The award-winning team at AllenComm developed the upskilling training with the aim to:

**Scale** to meet the demand of training learners in communities nationwide.

**Innovate** to re-imagine, update, and design effective learning for two distinct learning audiences using a flexible technical solution that would be customized, editable and sustainable for Freddie Mac long term.

**Impact** to successfully use digital training to provide the real-world skills that would make all the difference in the communities served.

To design and develop the training, we made use of our proprietary Proven Design Process that included the following steps:

### DISCOVER

- Rapid Analysis
- Impact Brief
- Proposed Solution

### DEFINE

- Performance Mapping
- Communication & Measurement Plan
- Content Readiness

### IDEATE

- Brainstorms
- Workshops
- Design Brief

### VISUALIZE

- Rapid Prototypes
- User Testing & Iteration
- Course Outlines

### BUILD

- Alpha Version
- Beta Version
- Iteration

### ROLLOUT

- Pilot & Refinement
- Measure Results
- Continuous Improvement
- *Optional Apply for Awards*

“Now that we’ve formally launched the CreditSmart Essentials and Coach products, I want to say a huge ‘Thank You’ for your partnership over these months! It’s been a tremendous effort and AllenComm has been great to work with. Thank you for iterating and solutioning with us the whole way. We look forward to more good work together.”

**Maheen Qureshi**

Housing Outreach Manager, Freddie Mac

**The CreditSmart Essentials® course** teaches financial skills to consumers.

**CreditSmart Coach® course** trains people with the skills to facilitate a financial education.

Increase the

**number of sessions**

led by certified facilitators that will lead to an increase in homebuyers and sustainable homeownership and rentership

Increase the number of facilitators recertified by

**25%**

over 3 years

## ANTICIPATED RESULTS

## AWARDS WON

