

Case Study: How Blue Streak Learning Designs Training That Creates Real-World Impact

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Introduction to Blue Streak Learning

Blue Streak Learning began with a simple but profound realization. After spending more than a decade inside large corporations, founder Jennifer DeVries reached a breaking point. She had endured seventeen rounds of layoffs across several employers, often watching training teams disappear first when budgets tightened. Over time, she recognized that her career security did not exist within the walls of any single company. It rested in the relationships she built, the reputation she earned, and the measurable outcomes her work produced.

With that clarity, she took a severance package from her final layoff and created Blue Streak Learning. Her goal was to help organizations design training programs that would not simply inform but transform. Today, the company focuses on external enterprise learning. Their clients include franchisors, associations, dealer networks, channel organizations, and other groups where learners influence business results but do not work as employees.

This focus shapes every aspect of their work. They build programs that motivate voluntary learners, measure real outcomes, and create certification paths that matter in the real world. Their expertise lies in instructional design, cognitive science, blended learning, and the operational execution of complex partner-facing training systems. Above all, they believe training should generate tangible returns, not just activity.

Benefits of the Training Program

Blue Streak Learning's programs stand out because they consistently deliver business results. They do this through instructional design that blends realism, practice, assessment, and measurable outcomes. Their approach has produced benefits that clients can see and quantify.

One of the clearest examples comes from a travel-industry training program. In that initiative, learners created practice records in a simulated system that mirrored a real booking experience. This simple, well-designed activity allowed Blue Streak Learning to compare the performance of trained agents against those who did not complete the training. The results revealed that trained agents sold more cruises and tours. The company did not have to guess about the impact. The data demonstrated it.

Blue Streak Learning's design methods also strengthen retention. They draw from cognitive psychology, especially the concept of encoding. Instead of traditional training that pushes large amounts of information all at once, they build learning that alternates between knowledge and skill. Learners receive a small concept, immediately apply it, see where they misunderstand, and then build on that understanding. This produces deeper learning and keeps attention high.

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These benefits are not accidental. They are the product of a deliberate design approach that mirrors how people naturally learn, make mistakes, correct misunderstandings, and gradually build confidence.

Who Blue Streak Learning Trains

Unlike most training firms that focus on employee, Blue Streak Learning works almost exclusively with external audiences. These learners sit outside a client's organizational hierarchy. They cannot be compelled to complete training, yet their performance influences sales, customer satisfaction, compliance, and brand consistency.

Their audiences include franchise owners, franchise employees, dealers, resellers, authorized repair centers, third-party service providers, and members of professional associations. Many of these individuals must pursue certifications, continuing education, or role-based technical requirements in order to participate in a client's ecosystem.

Training these learners requires a different mindset. The program must offer value, not obligation. Learners must want to participate. Training must be positioned as an advantage, not a requirement. This is why Blue Streak Learning treats partner training as a business function, not an HR function. It requires marketing, messaging, and a strong value proposition. Without this, external learners simply will not engage.

What Each Learner Type Needs to Know and Do

Because external learners come from diverse roles, Blue Streak Learning designs training based on what each group must know and do to influence the client's outcomes. Every role requires a different combination of foundational knowledge, practical skills, decision-making, and performance expectations.

Franchise owners need a deep understanding of brand standards, customer experience expectations, and the operational practices that keep a location profitable. They must know how to interpret financial statements, manage teams, and maintain consistency across customer touchpoints.

Franchise employees need to execute consistent service delivery. They learn product knowledge, safety procedures, operating steps, troubleshooting skills, and sales techniques that support the customer experience.

Resellers must understand product features, competitive advantages, pricing strategies, and the sales process. Certifications show that they can represent the product accurately and professionally.

Members of professional associations often require continuing education to maintain credentials. They must understand new regulations, industry standards, best practices, or ethical guidelines.

Every one of these groups has operational responsibilities that require both knowledge and application. Blue Streak Learning builds training programs that reflect real-world requirements and ensure that learners can perform, not just recall information.

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Challenges Faced by the Program

Designing training for external audiences presents challenges distinct from employee training. Blue Streak Learning addresses these challenges directly in their process.

One challenge is a lack of control over whether learners complete the training. External learners are not subject to mandates. They choose what to consume. This means the program must deliver clear value and be easy to navigate.

Another challenge is the need to market the training effectively. Because the audience is not internal, organizations must communicate why the training matters, how it benefits the learner, and what rewards or opportunities come from completing it. Training must be promoted like a product, not enforced like a requirement.

A third challenge is the ongoing maintenance of content. Many partner training programs support rapidly evolving products or regulated professions. Content must be updated frequently, and the system must track what version of training each learner completed. Without strong version control and content management, programs fall out of alignment with business needs.

A fourth challenge arises when organizations assume learners must understand everything before starting. Blue Streak Learning counters this by designing training around cognitive load principles, teaching just enough to enable immediate application, then building complexity gradually. This prevents overwhelm and increases skill retention.

The final challenge is verification. External learning often includes prerequisites or certification requirements. Without an LMS that enforces completion order, learners may skip essential foundations and struggle during hands-on sessions. Blue Streak Learning learned this firsthand when early programs revealed that participants arrived unprepared for workshops because there was no system tracking prerequisite completions.

Best Practices Aligned with Stage Two of the Training Program Roadmap

Blue Streak Learning's work reflects the evolution outlined in Stage One and Stage Two of the Latitude Learning Training Program Roadmap. These stages create the foundation for a high-impact training program.

Stage One emphasizes breadth of resources, ease of access, the use of a learning management system, learner feedback loops, and recognition methods to motivate

voluntary learners. Blue Streak Learning incorporates these elements to give learners control and flexibility.

Stage Two introduces structure based on knowledge requirements. In this stage, programs define baseline knowledge by role, create assessments to verify understanding, and build certification paths that make training meaningful.

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Blue Streak Learning excels in Stage Two. Their programs include role-based certification structures, carefully crafted assessments, and a blend of prerequisites and advanced modules. They also use instructional design that alternates between knowledge and skill. This approach strengthens encoding and ensures learners remain engaged.

They also design assessments that reflect real-world decisions. Rather than simple multiple-choice questions, they interview subject matter experts to identify common errors and misunderstandings. These are then integrated into scenarios that allow learners to make mistakes safely. When a learner answers incorrectly, the brain becomes primed to absorb the correct information. This strengthens memory and encourages deeper understanding.

Stage Two also requires clear measurement. Blue Streak Learning builds programs where certification is more than a symbol. It is a predictor of performance. Their work with travel agents proved that trained individuals sold more.

Operational Execution Across the Training System

Blue Streak Learning's operational strength lies in its understanding of the full training ecosystem. They understand that excellent instructional design must be supported by strong operational processes.

To organize learners effectively, they segment audiences by role, product type, region, and certification path. This ensures learners see only the training relevant to their responsibilities.

They structure training content in small, digestible segments. These segments focus on a single idea or skill, which allows learners to understand the concept, apply it, and then build on it. This sequencing mirrors natural learning and prevents overload.

The learner experience is designed to be intuitive and motivating. Navigation is simple. Expectations are clear. Instructor-led time focuses on hands-on practice rather than lecture. Learners progress through content in a logical sequence that aligns with real-world tasks.

Content updates are handled through modular design. Instead of rewriting entire courses, Blue Streak Learning updates specific components whenever products, regulations, or requirements change. This reduces maintenance effort and keeps programs aligned with business needs.

Learner access is controlled through role-based permissions, course prerequisites, and controlled enrollment. This ensures learners see the right content at the right time and do not skip foundational material.

Assignments and tracking are managed through the LMS. Completion records, assessment results, and certification status are all visible to learners and administrators. This creates accountability and ensures that training progress aligns with operational or professional requirements.

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To reward and incentivize learners, Blue Streak Learning helps clients create certification paths that provide practical benefits. Certified individuals may receive access to warranty work, higher-tier opportunities, recognition from industry organizations, or simply improved performance that benefits their careers.

Continuous improvement is built into every program. Blue Streak Learning reviews performance data, completion rates, assessment outcomes, learner feedback, and business metrics to refine and enhance programs over time.

Measurement of success is central to their approach. They analyze performance differences between trained and untrained individuals, certification rates, revenue outcomes, compliance levels, and operational improvements. Clients receive clear evidence of impact, which reinforces the value of ongoing investment in training.

Conclusion

Blue Streak Learning demonstrates what becomes possible when instructional design, cognitive science, and business strategy converge. Their programs do more than deliver knowledge. They change behavior, improve performance, and influence measurable outcomes. They understand that external enterprise learners must be motivated, not mandated, and that training must provide clear value.

Through careful sequencing, realistic assessment, blended delivery, and continuous improvement, Blue Streak Learning has created a model that helps organizations transform training into a meaningful driver of performance. Their story shows that when training is approached with intention and designed to reflect how people truly learn, it becomes far more than information transfer. It becomes a strategic advantage that helps organizations grow, compete, and deliver consistent experiences through their partner networks.

To learn more about Blue Streak Learning visit their website at <https://bluestreaklearning.com/>