



Why producing most learning content in-house is *not* a smart strategy

How non-profits can scale quality, velocity and value with a hybrid content model



For more information on our L&D content services,
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INTRODUCTION

Most non-profits have grown their learning provision by asking internal teams to be both the *curators* and the *makers* of all content. This is a false economy.

In-house teams are best placed to define the learning vision, select popular topics, and ensure alignment with learner needs; they are rarely the most effective or efficient vehicle to *produce* sophisticated digital courses at scale.

Learner expectations have shifted decisively in recent years: they want a steady stream of fresh, interactive, professionally produced content that feels more like a product than a PDF. Meanwhile, the bar for production quality is higher, tools are more complex, and modern courses require a multidisciplinary team to execute delivery well. The result? In-house production causes bottlenecks, under-delivers on quality, and diverts time-poor experts from the internal work only they can do.

The smart strategy for learning in the non-profit sector is to establish a hybrid operating model for content development : your people act as content product owners and curators, while a specialist agency handles production. This increases throughput, improves quality, and maximises your team's impact. In two months, that can mean four to six new flagship courses launched – instead of a single module caught under review.



THE PROBLEM WE'RE SOLVING

1

Learners expect “always-on, always-fresh”

Think of your catalogue more like a streaming service than a static library. Learners expect continual refreshment, variety, and personalisation. When the content pipeline stalls, engagement and renewals decline. A sporadic publishing cadence is now commercially risky.

2

The quality bar has risen sharply

Learners compare your courses with the digital experiences they have everywhere else. Basic slides with bullet points, a stock image and a next/back button no longer cut it – especially when courses are tied to CPD, certification, and career advancement.

3

In-house teams face structural capacity limits

Subject experts and L&D leads are time-poor. Asking them to storyboard, author, animate, edit video, build interactions, test accessibility, and QA content for release is unrealistic. Even highly capable people cannot compress a team’s worth of skills into one role or one week.

4

Modern learning production is multidisciplinary

Great courses require a blend of instructional design, media production, user experience (UX) design, accessibility, data instrumentation, QA, platform integration and strong project discipline. That capability is hard to hire, expensive to maintain, and rarely fully utilised in-house.

WHY MANAGING PRODUCTION IN-HOUSE IS A FALSE ECONOMY



1 You're paying experts to do the wrong work



When internal specialists spend time making graphics, editing audio or debugging SCORM files, you're consuming salary on low-leverage tasks. Meanwhile, high-value work – learner insight, portfolio planning, outcome design, partnership building – gets squeezed.

2 Throughput suffers and the backlog grows



Internal-only production lines create bottlenecks. Every rework cycle your internal team inherits leads to delayed release, reducing the freshness of your content portfolio and learner satisfaction.

3 Total cost is higher than it looks



Add up salaries, licences, rework, delays to launch (lost learner value), opportunity cost, and support overhead. In-house often looks “cheap” per licence but “expensive” per *impact*.



WHAT GOOD LOOKS LIKE: THE HYBRID MODEL

In-house team as product owners and curators, agency as producers

Your team sets the vision, learning objectives and acceptance criteria. The agency turns that into sophisticated, interactive, accessible content – on a reliable schedule.



BENEFITS



SPEED: parallel production, predictable release cadence.



QUALITY: professional-grade design, motion, audio, interactivity and accessibility



FOCUS: your people do the high-value work only they can do



SCALABILITY: flexible resourcing, avoiding new hires at high-demand points



PORTFOLIO COHERENCE: centralised governance across a growing catalogue



START NOW: A HYBRID MODEL YOU CAN IMPLEMENT IN 5 EASY STAGES



1. Define the vision for your portfolio

- Analyse learner segments and their feedback, priority jobs-to-be-done, and any CPD/qualification gaps in your current content offer
- Work with your specialist agency to create a roadmap for change across your content strands, including critical success metrics (e.g. feedback quality and take-up rates)



2. Create some quick wins as a “golden blueprint”

- Define the specification for a one exemplar course as the template for all courses: objectives, audience, tone, assessment pattern, accessibility rules, brand treatment, integrations and reporting



3. Establish your hybrid delivery squad

- Your internal stakeholders and specialist agency form a single team. Agree joint working model for each development phase; assign product owners across content strands; set up your desired sprint/review cadence (e.g. fortnightly progress calls); co-create a “Definition of Done” for delivery



4. Start delivering sophisticated content

- Discovery: audit or brainstorm content for inclusion; create and sign-off course briefs
- Prioritisation: agree and sign-off delivery priorities
- Development: design and build content; use regular review points for collaboration and feedback; test, QA and publish with comms



5. Monitor, learn and iterate

- Continuous improvement: review performance and start planning for the next tranche of development
- Track key metrics and qualitative feedback; iterate templates and blueprints quarterly; roll-out regular sprints using pilot outcomes





CONCLUSION: USE AGENCIES AS AN AMPLIFIER OF IMPACT

Recap: Why in-house production is a false economy

You pay internal experts to do production tasks, but delivery takes forever, quality lags, and learners disengage. The reality is that internal capacity constraints are built-in.

The solution: The GetSavi hybrid model

Use in-house teams as product owners and curators – experts in what your learners needs. Work closely with a specialist agency like GetSavi to produce high-quality interactive content at pace. You'll launch more content, have complete control, and delight your learners.

Final message:

Think about this: 10 weeks passes very quickly. By the end of it, you could have a set of exciting new content and published courses – or you could still be chasing updates on under-delivery. The difference isn't effort; it's strategy.

