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# e-LEARNING BUILDING POWERFUL ONLINE SOLUTIONS

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eLearning is all the rage these days and for good reason. When done effectively, it can bring extraordinary results for organizations looking to reduce the cost of training and time away from work.

There have been numerous researches on eLearning. These researches show that eLearning not only reduces instruction time but also improves learners' retention of the content. It is not difficult to see why an increasing number of organizations are adapting eLearning.

Online learning offers anytime, anywhere learning, thereby eliminating the need for travel and reducing time away from work. It also provides a consistent way to deliver content across the organization. The challenge, however, can be designing engaging content that keeps learners focused and on track during their learning journey.

This is one of the most important elements of designing powerful learning experiences; for both traditional and online platforms. The objective should be to help people connect with the information they are learning at a deeper level. In case of eLearning, this means the information needs to be presented with clarity and precision to create that human element, which is missing in virtual environments.

## Why eLearning Has Exploded in Popularity?

eLearning has become incredibly popular in the past few years and this popularity will only increase in the future. According to a study, eLearning can help businesses slash their learning costs by 50% when they replace traditional class-room based training with eLearning, can reduce instruction time by up to 60%, and can increase retention of information by 60%.

Technological advancement has simplified the development of eLearning solutions that are cost-effective and scalable.

For example, web-based technologies offer greater flexibility and choices to obtain information when and where they need it, whether they need it at work, home or while on the go. Presentation systems like streaming and video, both canned and live, bring multimedia to multiple points and that too at a reduced cost. Conferencing systems, such as audio and video conferencing, offer engaging virtual classroom experiences; rich media design tools, such as simulations and other approaches to gamification are now becoming more common in workplace learning.

With all these advancements, it won't be hard to predict that eLearning will play a significant role in both informal and formal learning, especially with the influx of new technologies and content management systems such as IMs, web conferencing, blogs, wikis, and other social media platforms. These are all transforming the way people learn and share information.

With the evolution of global economic landscape, there has been a significant increase in the number of remote workers and with this change in workforce demographics, there has been a surge in the demand of scalable learning solutions that can be delivered to specific groups while ensuring a memorable learning experience.

A great keynote helps make your event the talk of the town. It sparks conversation, attracts attention and years down the road act as a source of inspiration and invaluable information. This is how much your event's keynote matters. The real challenge is to find someone who truly has what it takes to set the tone for your event's success.

So how do you go about finding the perfect keynote speaker? We'll talk more on this topic in the next section of this paper.

## Can eLearning be as Effective as Conventional Classroom Training?

In a virtual environment, the classroom is placed into the screen. The advent of smartphones and TVs have made us addicted to screens. Gen X and Gen Y were born and raised in this digital era. This generation loves interfacing with screens and compared to face-to-face interactions, they are more comfortable with screens. One of the biggest reasons why people are opting for eLearning is that it enables them to learn and consume content at their own pace. And the best part is that it is easy to monitor progress in online courses.

Another advantage of online learning is that it empowers interaction. In a traditional classroom setting, shy learners often don't participate in discussions compared to those that are more active and confident.

Furthermore, there is no limit to the number of participants that can enroll in an online course, compared to conventional classroom training that only allows a limited number of participants to enroll because of space constraints. And if you're arranging a session for a few people, arranging a classroom session might not be a good idea considering the financial expense and everything. Arranging an online session, on the contrary, eliminates all these barriers.

## Creating Interactive and Engaging Online Learning Experience

### 01. Plan your Strategy

The first step to creating engaging online courses is to plan out your organizational learning strategy. The strategy needs to be well-aligned with your organizational learning and development needs as well as the needs of your people and their job roles to the long-term business objectives. Having a well-aligned strategy ensures all parts of your organization are well-connected to a common strategy.

A well-aligned strategy:

- Helps you determine the long-term and short-term skills training that are indispensable at different levels of the organization
- Plan a curriculum for offering training needed at different levels
- Recognizes learning delivery methods that are suitable for each level
- Outlines whether there is a need to create or buy the content
- Identifies the method of measuring impact and defining strategy

### Set Expectations for Engagement

To get everyone involved in the process of learning, it is utmost important to communicate the importance so that the learner understands how the experience will benefit them. It's important for them to know what's in it for them. They should also know what they should expect and what's expected to them. Stress the importance of completing the course and how it will help them improve their job performance and open new career opportunities.

- **Offer Rewards and Incentives** - To encourage participation, offer rewards and incentives to participants completing the course via recognition emails, newsletter or website. Encourage continual learning by stressing on expanding knowledge and skills.
- **Track and Measure Progress** - Track and measure progress of participants and offer support to those lagging. Make use of performance tracking data to monitor progress and link performance to the learning plan of participants.
- **Create Meaningful Experiences** - Creating meaningful experiences that capitalize on the ability to offer easy access to participants anytime, anywhere is also an important aspect of planning a successful eLearning strategy. Offer a variety of delivery options. Dividing courses into modules or smaller chunks that allow participants to learn at their own pace is also very important.

### 02. The Launch

To build excitement and set the tone for learner engagement, launch the program. The training needs to be designed keeping the learner's brain in mind. Offer personalized experience. It is also important to create an emotional connection between participants and the facilitator because it encourages participation.

- **User Engagement** - Participants begin their eLearning with the first few lessons. It is very important to get people engaged in the content as soon as they begin their lessons. Using engagement tools like videos, role exercises, role plays, group discussions can all help in making the course more engaging and interactive.
- **Focused Attention** - To retain the interest of participants, the focus should be on keeping the participants energized with focused attention. Designing experiences and activities in which the learner can actively participate and engage in an emotional context is important.
- **Multi-sensory Experience** - The goal is to reduce text reading, increasing audio conversations, and adding in rich graphics. It is important to offer multi-sensory experiences that make use of powerful narrations and animations to enhance and boost learning retention.

Connect content to relationships and real-life situations. It is important to offer relevant experience. Including learning interactions that help participants apply the information they've acquired, is important to improve content retention.

Plan a learning experience that connects learning goals to each participant's performance plan. Track progress through regular meetings, provide regular feedback. This will allow participants to assess progress and learn about areas of improvement.

## Create e-Learning Experience that Stick

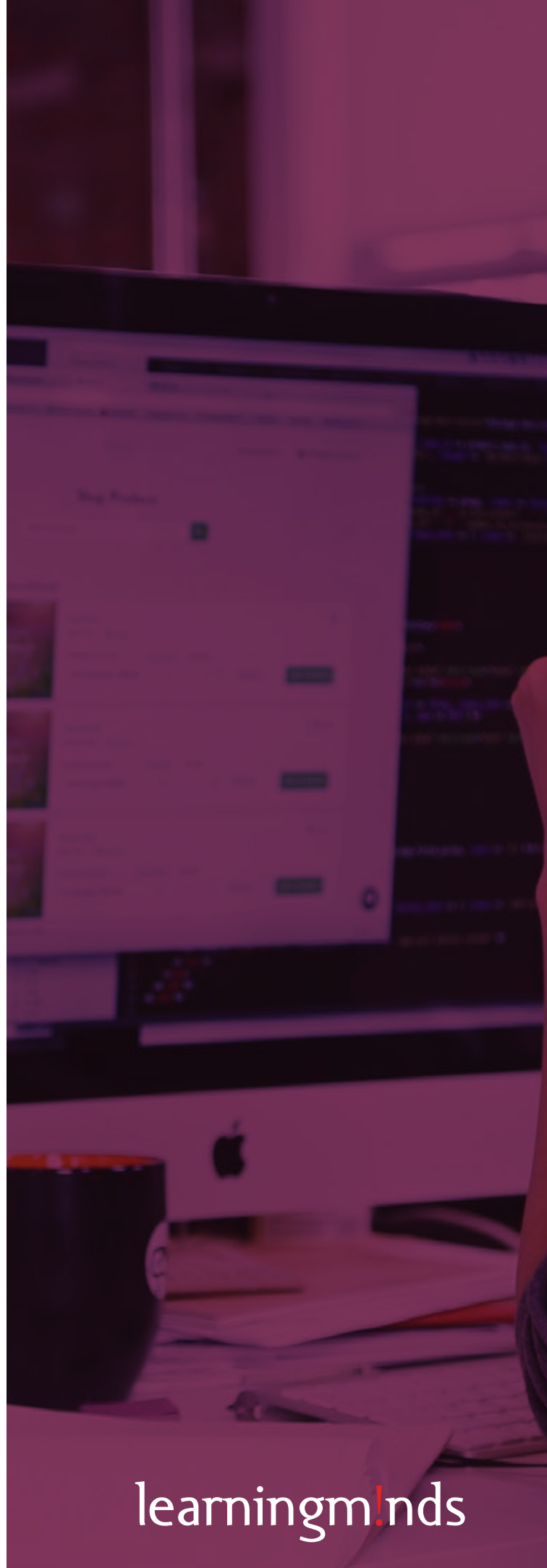
To create learning experiences that stick, it is essential to give participants an opportunity to come together and interact with peers to discuss their learnings, queries and share their success stories.

Providing additional lessons, to facilitate strengthening of relationships, get learners to utilize tools to tie in what was learned and create sustained learning. Use roleplays, reinforcement videos and other tools to bring learners back together to share their unique experiences. Virtual meetings can also be used for this purpose.

You can also provide coaches and mentors to support different group of learners. It is also a good idea to provide access to online portals that can be accessed anytime, anywhere so people can refresh things they've learned, and it becomes easy for them to tap easily into content.

Setting the context to ensure alignment of trainings with the vision, goals and strategies of the organization is supported by senior management. When senior professionals encourage the value of continuous learning, they make powerful role models.

eLearning facilitates organizations to offer a consistent, convenient way to educate their employees. When designed effectively, eLearning can be even more powerful than traditional classroom training in addition to offering organization's time and resources. Following these guidelines will enable you to design and deliver effective online learning experiences that meet the needs of your learners.



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