

# Developing Creative and Successful Online Learning

## What You Need to Ask and Know

Content developers and Learning and Development professionals alike are jumping on the digital learning bandwagon. And with good reason.

### digital learning can

- be **50%** less costly than classroom training
- ensure your learners have a consistent experience
- cut instruction time by up to **60%**
- allow your learners ease of access to content anytime, anywhere
- boost retention of content by **25% to 60%**

For these reasons, **more than eighty percent of organisations use digital learning solutions** to deliver training content, and by 2019, fifty percent of courses will be delivered online.



Online learning allows all your employees to have the same access to learning and development opportunities, whether they work at headquarters or work virtually. And it offers your people a chance to develop the skills they need to grow professionally.

In today's workforce, learners are demanding the kind of instantaneous access to content that only online learning can deliver.

### A great online learning experience

- engages the learner
- offers a quality learning experience
- is convenient to access
- is trackable
- is easy to review



## So What's Getting in the Way?

Not all content developers know how to design to these guidelines, which can mean that learners aren't engaged and the training is never completed. This leaves the learner lacking essential skills to optimise performance.

Not everyone knows what to look for in an online learning content provider or the right questions to ask, which can jeopardize their training investment.

*But it doesn't have to be this way.*

## Four things a great online training experience should deliver



### Engaging experience

Digital learning has a reputation for being boring, so if your design isn't changing things up every few seconds, your learners will check out. A great online learning experience should use a variety of quizzes, interactive simulations, creative videos, and more to keep your people involved in the learning journey.

### Self-paced

An effective online training experience should allow the participant to learn at his or her own pace. Learners are more likely to resume training if they can access it where and when it works best for them.



### Seamless experience

Online learning should be easy to access from a variety of devices such as smartphones, tablets, and laptops. The more accessible you make the content, and the better it works and streams on a variety of devices, the more likely your learners are to engage with the subject.

### Trackable

This goes for performance as well as for learning experiences. You must have ways to monitor how your learners are consuming the content and track where they become disengaged and check out. If your learners aren't completing the learning experience, you're wasting valuable time and money.



## Three things to look for in an online content provider



# 3

**Track record**—You should look for a vendor who has a history of success with developing content. Is the vendor respected and known in the industry? Have they won any awards for content development? Does the vendor have a reputation for quality?

**Content**—Content is king, so the quality of the learning experience is crucial to success. And it needs to meet your specific learning criteria as well as the competencies you are trying to develop.

**Development process**—You need to ask who the content creators are. Ideally it should be a seasoned trainer and content developer who is a subject-matter expert on the topic.

## Engage Your People and Inspire Them to Be Their Best!



Today's learners are accustomed to instantaneous access to information; they want their learning available on-demand to address their immediate needs. But it can be frustrating not being able to find quality training experiences that keep learners engaged.

Using award-winning technology, Blanchard offers a variety of digital learning solutions and tools that allow you to deliver our world-class leadership training in a flexible, self-paced format available when and where your learners need it. It allows them to develop to their full potential, push their boundaries, and take themselves and your organization to new heights.

Learn more about Online Learning offerings from The Blanchard Australia at:

[blanchardaustralia.com.au/services/online-digital-learning](http://blanchardaustralia.com.au/services/online-digital-learning)