

LASSELLERAMSAY
Business Content Development

White Paper

Why eLearning?

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Summer 2008

Summary: eLearning now

According to *Training Magazine's* 2007 report on the state of corporate training, "With the increase in e-learning, organizations are spending a greater proportion of their training budgets on learning technologies. They are also spending more on outside services . . . training groups are outsourcing more functions and are utilizing their internal teams for more strategic, value-added activities." (Training Magazine, 2007) The rapid pace of corporate change, the increasing costs of transportation, and the dateline-crossing make-up of the workforce make elearning an essential tool for keeping the workforce and customers up to date.

Who benefits from reading this short paper? If you are in charge of sales, corporate training for HR, documentation, customer support, or any other function where essential information turns over quickly, read on.

Key Concepts and Keywords

Learning theory, 24/7 access, learning curriculum, aligning learning to business objectives, e-learning, curriculum development, learning technologies, synchronous and asynchronous learning, converting existing learning assets.



Why eLearning?

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In the past, when customers asked for faster, better, cheaper, the response was, "Pick any two." Today we must be able to deliver all three. ELearning is a way to help meet that demand by providing a way to improve learning while reducing costs. It combines technology with current learning theory, providing learning experiences that use a variety of tools and approaches, to do these essential functions:

- Putting the learner at the center of the learning experience
- Providing 24/7 access.
- Leveraging existing training content assets.

Elearning Agility

A changing business environment means a changing workforce. ELearning is an essential tool to keep the workforce agile and up to date on new products, new skills, and new corporate initiatives. ELearning extends your employees' access to information and learning resources beyond a single event, making them available 24/7.

Effective eLearning programs have varied requirements, and often include new information and learning processes, procedures and standards, in addition to new technology. ELearning programs should:

- map learning needs to job competencies
- follow learning standards and tools to ensure consistency across the organization
- implement a learning curriculum that achieves clearly focused business performance and goals
- provide conversion from existing learning assets to online learning

24/7 Access

Most of the measurable cost savings derived from eLearning come from removing the requirement that learners be in the same place at the same time. These costs include travel and lodging, instructor, and classroom costs. The cost savings can also be measured in the time it takes to implement a training program. With eLearning, course sessions and learning materials can be available to a much larger group of participants, without the need to schedule individual course sessions. In addition, support materials can be available for on-the-job reference.



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The Blended Approach

The blended approach uses a variety of learning activities to extend learning beyond the classroom and allow learners to select what they need, when they need it. Here are some of the learning activities that can be blended:

- Interactive tutorials
- Synchronous and asynchronous presentations
- Web-based resources and references
- Computer-based reviews, quizzes, and practices
- Online chat and podcasts
- Collaborative meeting tools and free online meeting solutions

It's time for eLearning. Are you ready?

For more on information development best practices, visit [1](#) or [get in touch!](#)



Works Cited

Training Magazine. (2007, November / December). www.trainingmag.com. Retrieved July 2008, from Training Mag: www.trainingmag.com

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