



E-BOOK

Corporate e-learning 101

The ultimate guide for HR Professionals



Corporate training is undergoing a transformation.

Changing markets, technological advances, specialization and increased competitive pressure have made professional development more important than ever before. Keeping pace with this rate of change is an enormous challenge and many organizations are turning to learning solution providers for help.

But despite increased investments in new learning solutions, most companies are still not seeing significant progress. But what's the reason?

In this guide, you'll learn what to look for when introducing e-learning and how to successfully implement digital learning forms in your company right from the start.

Happy reading!



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Table of Contents

02	Labour market challenges
03	Forms of corporate learning
04	Corporate learning trends
05	10-step guide
11	Do's & Don'ts



Labour market challenges

Organizations are emerging from the pandemic with many more challenges than they faced before. In the new candidate-driven market, you must respond decisively with measures to attract and retain talent and future-proof your organization against a skills deficit.

What progress has your organization made against the four primary challenges?

1 - Talent attraction

Regular opportunities to learn more and develop is one of the most important factors when a candidate assesses your suitability as an employer, especially for Gen Z and Millennials. It is now equally a recruitment positive and essential to productivity and progression.

2 - Shrinking talent pool

Companies are finding it increasingly difficult to find skilled professionals. There are several reasons for the shortage of qualified labor, including demographic change, globalization, and increasing expectations of employers. The best way to mitigate this risk is to make targeted investments in the development of your employees. Further training measures do not only strengthen the attractiveness of external candidates, but they also foster internal mobility within the company.

3 - Maintaining human capital

Knowledge becomes obsolete as workforces and economies adopt new ways of working, accelerating the decline of human capital. Your corporate learning strategy must focus on making personalized, relevant upskilling modules easier for all to access.

4- Employee engagement

Motivate your employees by giving them opportunities to learn and develop new skills. If your workforce is challenged and can grow with you, they are more likely to stay and contribute further.

Corporate learning solutions are designed to help you to overcome these challenges. They include applications that help you to train, develop, and engage your learners. You can use these applications for any learning and development activity: including onboarding, talent development, upskilling, reskilling, collaboration, coaching and mentoring and more.



Forms of corporate learning

Naturally, it makes sense to focus primarily on digital learning, as remote work becomes the new normal. Most companies are increasing their technology spending to support a better complement of digital learning activities.

The learning vendor landscape is fragmented and can be confusing if this isn't an area you're familiar with. To select the right solution for your organization, use this overview.

Learning Management Systems (LMS)

are software applications that allow you to manage, track, report and deliver educational courses, training programs, or learning and development programs.

Microlearning Platforms

provide learning content in the form of short and entertaining learning nuggets. Content can be accessed from mobile devices, making it convenient for employees who want to integrate learning into everyday life or who are on the move.

Learning Record Stores

are data stores that extend the reporting and analysis capabilities of an LMS by capturing a wide range of learning experiences and activities.

Virtual Classrooms

are an online learning environment where mentors and learners can present course materials, engage and interact with other members of the virtual class, and work in groups together.

Learning Experience Platform (LXP)

is a learner-centric software intended to create personalized and engaging learning experiences. It combines a mixture of learning content and uses artificial intelligence to personalize learning paths for each learner.

Virtual Reality (VR)

provides computer-generated environments and simulations that immerse users in a virtual scenario and/or situation. VR training is often used in production today, as processes can be mapped realistically and employees can be more effectively trained or retrained.

Learning Content Management Systems

are the place to create and edit learning content, then store it for reuse and evaluation.

Content Libraries

offer pre-packaged content libraries, courses, videos, and books that are licensed to you for use in your organization.



Corporate learning trends

The availability of digital learning solutions exploded during the pandemic, and several new trends have emerged. As technology grows, e-learning acclimates, making training more effortless and useful. We've summarized the most important e-learning trends below.

01

Microlearning

To combat digital learning fatigue, look for short, sharp and highly relevant learning experiences. Microlearning has worked well for many organizations, with bite-sized training content becoming popular with busy employees who need to fit learning into days packed with video conferences.

02

Blended Learning

Hybrid learning is a good fit as we move to hybrid work. This allows for a return to face-to-face training when needed, but offers your staff a choice of alternatives when this isn't possible. Planning for sessions to supplement in-person learning can focus your content planning to really examine the best ways to deliver each element of a course. This modern approach to blended learning offers your staff choice and flexibility and maximizes impact.

03

Video Powered Social Learning

Video isn't a new medium, but in recent years the format and purpose of its usage in a training environment have evolved. If you're planning to use it, focus on social media-inspired, short, emotional videos covering everything from case studies to thought leader interviews, rather than long, instructional pieces that stifle discussion and make interaction difficult.

04

AI Personalized Learning Experiences

An array of learning content is available to us, the problem can be finding the right content at the right time. Using artificial intelligence (AI) can personalize learning and optimize time spent on development activity. AI tools use data to create adaptive learning paths and create personalized learning experiences based on your staff goals, prior knowledge and learning preferences.



10-step guide: Getting started with e-learning

There are many good reasons to invest in a new (or better) e-learning solution. Regardless of whether you are just starting with e-learning or want to upgrade your current solution, the success of your e-learning depends heavily on the acceptance and motivation of your company and your learners. After all, learning can only be successful when "having to learn" turns into "wanting to learn." But how can you increase the acceptance of e-learning in your company and the motivation of your learners?

In this guide, you'll learn what to look for when searching for an e-learning solution and how to successfully implement it in your organization right from the start.





01

Define your goals

Determine your company's needs and goals before you begin your e-learning project. Experience shows that e-learning projects are only successful if they are part of an organization's strategic plan and tied to specific objectives.

Thus, it is important to identify the needs and get your decision-makers involved from day one. If you know what problem you are trying to solve, then you can define clear goals, link them to the corporate strategy, and track their progress.

Ask yourself incisive questions

What is the goal of this project?

How does it fit into my company's overall strategy?

What does success look like?

Example Goals

- Improve the quality of our learning initiatives
- Meet our staff's individual learning needs
- Provide learning via staff's preferred methods
- Improve the efficiency and effectiveness of learning
- Improve ease of use and time flexibility
- Improve measurability of training initiatives for evaluation

02

Consult your staff

Don't forget the needs of your learners.

Of course, the best way to find out what your learners want is to ask them! Carrying out an open-ended consultation will spark lots of ideas.

Put yourself in their shoes:

What do they need?

What are their goals?

What are their expectations?



03

Form a successful project team

Step 1: Appoint a project manager

Appoint a project manager or team who will take responsibility for your e-learning project before it takes place. They should have KPIs related to the success and adoption of the solution. They should also possess the relevant skills and authority to bring people together and move them in the same direction. You may not need someone dedicated to the project full time, but you do need someone who is accountable.

Step 2: Form a multidisciplinary project team

Your project team should encompass stakeholders from multiple department, if possible. Larger companies will form multidisciplinary project teams, while smaller companies may find it more difficult to dedicate entire resources to this type of project. Your project team may take different sizes and formats, but the most important thing is that a wide range of views and requirements are represented and planned for.

Step 3: Get senior management on board

Our most successful clients get their directors or senior management on board with the learning project plans and ensure they also understand and can articulate the purpose of the project. Learning is always successful when you make it part of your broader business strategy and has visible commitment from the very top.

04

Communicate and align internally

Ensure that your entire organization agrees with your plans and understands the benefits. Involve all departments and stakeholders from the planning stage to ensure everyone feels heard and engaged with the direction of your company. Change often triggers concern and resistance, being open and listening to and addressing any concerns should alleviate this. Communicate the long-term benefits and set common goals, and encourage your staff to think about learning as a continual activity rather than one that takes place at set intervals.



05

Set targets & define KPIs

Creating your online training program is only the beginning – you also need to see how it performs and if it is actually effective.

Set clear KPIs (key performance indicators) that align with your goals and strategy. Work with your project team to define what success looks like for your organization and which KPIs will be key to tracking and monitoring performance.

Engagement

- User satisfaction
- Course rating
- Survey results

Performance

- Course status
- Completion rate
- No. of certificates
- No. of skills acquired

Volume

- No. of active users
- Training time
- Login rate

ROI

- Increased productivity
- Increased revenue
- Cost savings

06

Specify your requirements

Think about what you want from your e-learning solution and, more importantly, what your staff wants. This is where you separate the "nice-to-haves" from the "must-haves." Consider the following in each instance:

Ask yourself:

- Does it align with our goals?
- Does it address the needs of our learners?
- Be realistic about how much you can accomplish with your internal resources.



Pro Tip: Guide your product requirements with Job Stories

Create a comprehensive e-learning requirements list with job stories, or jobs to be done (JTBD). JTBD is a clear path to defining the different steps and paths that learners and administrators go through on your platform. For example, if you want to keep learners engaged with a leaderboard, calendar integration, and individual learning paths, you will need to create job stories for all of these paths. Once you have created your job stories, make sure you translate them into features.

07

Create a timeline

The timeline of an e-learning project is difficult to predict. The two factors that will most affect the launch date are the decision-making process and the solution you choose.

The decision-making process

The decision-making process is often the reason why implementation timelines overrun. To avoid delays, make sure that the people involved in your e-learning project have the mandate to make decisions.

Your e-learning solution

Another important factor when it comes to timelines is your e-learning vendor. Some providers need to be populated with content and custom learning paths, which will stretch your internal resources. Others offer out-of-the-box courses and curated materials that are automatically updated. Keep this in mind when selecting your solution provider.

08

Define budgets and resources

How much does e-learning cost?

There's no exact figure or even a standard spend. Some basic platforms are free, while others cost thousands of euros. No matter what you choose, you should always consider your total cost of ownership (TCO). As you plan your budget, factor in the cost of the platform but also maintenance costs, in terms of budget for updates but also internal resources. Some platforms might require a team to manually select the right courses and assign them to learners, while AI-powered solutions automate this process, saving you resources and time.



09

Leverage your provider's expertise

Your learning provider will have extensive experience in e-learning and working with different types of organizations. They also know what successful and unsuccessful projects look like, and why. Take advantage of this expertise!

10

Take the leap: get started with e-learning



Any questions?

Get in touch

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Corporate e-learning Dos and Don'ts

Choosing the right learning platform will heavily impact the success of your e-learning project:

Is your platform easy to use?

Make sure navigation is intuitive and accessible with clear controls for all users.

Is it secure?

Make sure it's compliant with personal data security legislation.

Does it have sufficient analytics capabilities?

Learners need to view their personal skills and knowledge gaps. You need enough data and reporting functionality to evaluate their performance and your ROI for employee training.

Is it scalable and reliable?

Your platform should be stable and able to handle both the high demand of users and the continuous increases in user volume.

Incorporate participatory teaching methods

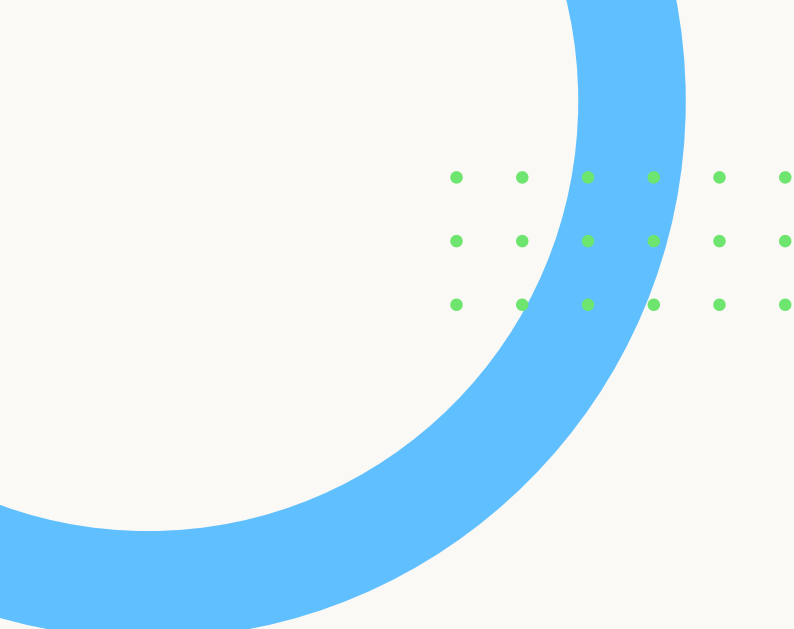
Learning almost always incorporates an element of theory, but most learning providers fail when it comes to putting this learning into practice. Evaluate your learning solution for the right balance between practice and theory. Always offer opportunities for feedback and interaction.. By incorporating cohort-based learning and discussions you can significantly improve retention rates

Provide a great learning experience methods

E-learning gives you the opportunity to make your content engaging and interactive. Incorporating gamification into your platform and an engaging user interface will improve the learning experience for users. The more engaging the content, the better learners will remember the information, and if your employees enjoy learning, they will be better able to recall and apply the concepts.

Deliver personalized content

This is probably the most important aspect that separates a good learning platform from a great learning platform. Unfortunately, most learning platforms still lack personalization. The content delivered is often the same for all learners and won't deliver the results you need. To make your training more efficient, make sure that your learning content is tailored to the prior knowledge, goals and learning preference of your learners.



edyoucated is an AI-powered, adaptive learning platform empowering people, teams and organizations to build the skills of the future.

How? By transforming one-size-fits-all into personalized, engaging and measurable learning experiences. edyoucated unlocks a multitude of benefits to teams including better guidance for managers, smarter skills assessments, highly customized learning paths, and a blended learning approach to anchor knowledge long-term. Plus, the solution is modular and integrates seamlessly with existing learning systems. Empowering teams of all sizes to provide more strategic, faster, and successful training than mainstream learning solutions.

The result? An uplift in productivity, employee happiness, and employee retention.

Do you have questions or need an advice?

Contact us!

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