

Creating a Successful e-Learning Work Environment



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e-learning with a human touch

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Agenda

The e-Learning Connection

Making the Connection: Fundamentals

Connecting with People

Connecting to Business Objectives

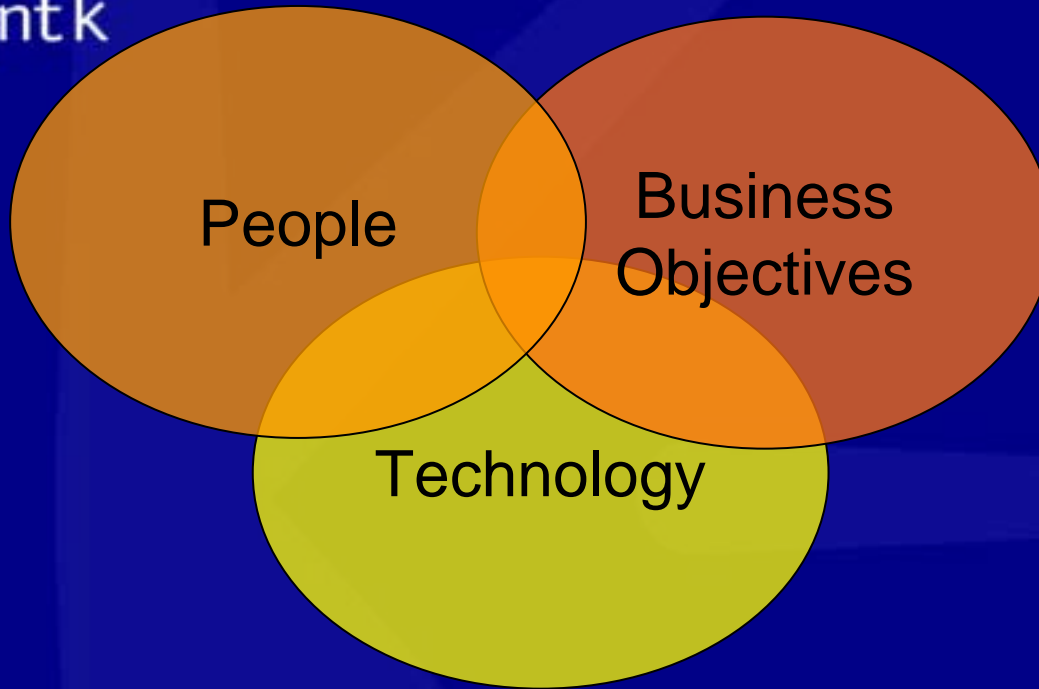
Connection to Technology

Best in Class Connections: Organizations That Have Made the Connection with Element K e-Learning



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The e-Learning Connection



In order to achieve success with e-Learning it is necessary to connect people, business objectives, and technology and to **balance** them against an organization's culture.



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Making the Connection: Fundamentals

Motivation: “What’s in it for me?” (WIIFM)

Direction: “How do I get started?”

Communication: “What is e-Learning and how do I use it?”

Making the Connection: Fundamentals

Motivation: “What’s in it for me?” (WIIFM)

In order to motivate individuals to adopt e-Learning it helps to provide incentives such as:

- Annual Performance Evaluation “credits”
- \$\$\$\$
- Recognition Awards
- Career Advancement Opportunities

Provide tangible rewards for engaging in e-Learning

Making the Connection: Fundamentals

Direction: “How do I get started?”

- Minimize barriers to access and use
- Make it clear and easy – 2-3 clicks
- Consider establishing **Learning Paths** in support of:
 - Job Skills and Requirements
 - Business Objectives and Initiatives

Point you team in the right direction to ensure e-Learning success

Making the Connection: Fundamentals

Communication “What is e-Learning and how do I use it?”

- Ongoing communication & marketing have a direct correlation to utilization
- Explore and use a variety of media
 - Email
 - Posters
 - Events – Launch Event, Training Sessions
 - Newsletters
 - Recognition Ceremonies
 - Testimonials

Communication is essential to e-Learning success

Connecting With People

Best Practices: Managers and Stakeholders

- Acknowledge resistance
- Educate, engage, and energize influencers at *all* levels of the organization
- Reward early adopters
- Offer learning choices, and *time* to exercise those choices
- Recognize human capital as the basic, invaluable resource of the organization
- Induce users
- Keep users engaged through a marketing and communications campaign

Connecting With People

Best Practices: e-Learning Students

- Inventory your skills
- Collaborate with your manager
- Create a plan
- Find courses that suit your learning style (self paced, online instructor led, virtual lab)
- Turn off your phone and reduce interruptions during training time

Connecting to Business Objectives

Make sure that your plans for *investment* in technology include objectives for the *adoption* of that technology

- Move from investment to adoption to *adaptation* of e-Learning behavior
- Become a HALO (**H**igher performing **A**gile **L**earning **O**rganization)
- Identify WIIFMs at all levels of the organization

Connecting to Business Objectives

Gather feedback: before, during, and after launch – it is an ongoing process that requires continued management:

- **HOW:** surveys, focus groups, one on one sessions with users, dedicated email box for feedback and assistance
- **WHY:** keep engagement high and ensure e-Learning success

Track and report on your results

- Let *entire* organization know they are investors in raising the level of the human capital
- Analyze trends – they may give you the opportunity to make, not a market correction, but a *marketing* correction



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Connecting to Technology

The Learning Management System (LMS) and its contents are the key to a total e-Learning Solution

An Learning Management System (LMS) can:

- Organize and aggregate learning items - online courses, classroom courses, reference materials, virtual labs
- Direct learners to appropriate learning events
- Track and report on student activity



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Connecting to Technology

e-Learning Has Many Technical Advantages:

- Users can focus & tailor learning through assessments and different learning style options
- Users can apply learning through “hands-on” simulations, “minds-on” learning with actual business cases and real time virtual labs
- Users can engage in learning anytime, anywhere
- Users can easily and repeatedly review previously completed courses
- Users can enhance learning through online books and technical references
- Users can document learning via transcripts and course completion certificates
- Managers have easy access to complete employee training data



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Best in Class Examples

Some of the organizations that have Made the Connection with Element K e-Learning:

