Implementing Elearning successfully

Hints and tips

Introduction

Welcome to Global Integration's elearning program, bringing you over 70 unique tools on matrix management, virtual teams and global leadership.

Once the program has been enabled the key challenge is in motivating participants to begin and then complete the program. Long, boring traditional packages have made a lot of participants sceptical about elearning.

We will provide you separately with some information you can tailor to use internally to encourage participants to use the package. Alternatively we can send this information direct to participants as part of the registration process

If you provide us with email addresses we will contact participants directly to invite them to attend. If not you can send them a simple link to the content. In either case participants will register the first time they visit the course.

For further information, please contact Laura Hall at **laura@global-integration.com**.

Our elearning is...
Bite sized

Based around engaging 2 to 4 minute videos, animations, high quality pdf booklets and other learning resources.
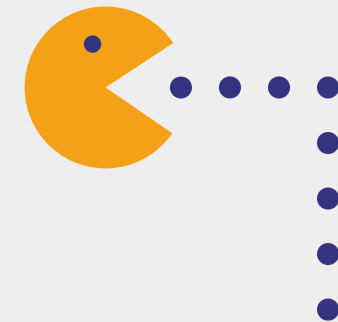
Engaging your key stakeholders

Engaging your key stakeholders in the elearning will increase organizational buy in and also the perceived importance to participants.

Here are five tips for engaging your key sponsors or senior stakeholders:

1 Get your CEOs or senior sponsor to record a context piece introducing the topic or program either by video (which we can embed in the system and will be visible only to your company participants) or they can upload a piece direct from their WebCam direct to the peer to peer section of the course. You can also share links to internal documents.

2 Get senior sponsors to respond to questions – for example if people aren't clear about the reason why the organisation has a matrix, senior leader could record a short piece clarifying the goals or simply comment by text.

3 Identify role models, for example a leader who is good at creating clarity or alignment and get them to record tips on the peer to peer section

4 Get a sponsor or lead person to kick off the comments section on a particular video or tool by adding a question or comment

5 Encourage senior sponsors to use concepts from the elearning in their real world meetings, presentations and calls and reference the elearning in their communication.

Having senior leaders engage with the content in some way through comments, registering and appearing on the leaderboard, adding links or peer-to-peer learning is a great way of encouraging take-up and completion of the program.

Encouraging completion

Online strategies

We have designed the program to be engaging; bite sized, mobile and social which reflects best practice in creating participant engagement and completion.

- **Provide senior sponsorship by video or text.** It is fairly simple for us to include a video or document produced by a senior leader stressing the importance of the business issues and the program. All we need is a link to where this is hosted.

- **Recognition.** Participants receive experience (XP) points for completing modules, commenting or sharing peer-to-peer learning. They can see how they compare with colleagues on the leader board.

- **Social and peer-to-peer learning functionality** in our system encourages interaction and participation that enables people to share their own tips, application stories and learning.

- **Gamification.** A system of points and optional badges can encourage learners to complete sections and the whole program.

- **Allow exploration.** Participants in our program are not forced to view the elements of the programme in a particular order, they can browse and 'learn and return' as they choose. This flexibility gives a more 'web-like' experience rather than clicking through fixed screens, this tends to increase engagement.

Our elearning is...
Mobile

So participants can view interactive content when they need it and on the move on their phones and tablets.

Encouraging completion

Off-line strategies

Encouraging participation and completion is much easier if we can link the tool to the off-line world too.

- **Encouraging learners to start.** Because elearning can be started at any time, there is a danger that some people won't start at all! Launching the program with some promotional information about use of the program – use the launch video, promotion direct to the line managers and individual participants, perhaps even a launch webinar.

- **Emphasize the benefits and on-the-job applications.** Communicate the link between learning and their real-world business and personal development needs. Make sure people know why this is an issue and what benefits to expect.

- **Engage the learners' line managers.** Get their buy-in to the elearning and ask them to schedule an appointment in advance to discuss the application of the learning.

- **Encourage people to finish.** It is useful to have an end date on availability of elearning so that people feel the need to complete a certain period. Our standard is 60 days of access which adds a sense of urgency and value/scarcity.

- **Connect groups of people together to learn.** Create learning cohorts who are expected to go through elearning over a specific period and encourage them to share learning, comments and peer-to-peer perspectives. Use social pressure to encourage completion.

Our elearning is...
Social

So participants can share and reinforce each other's learning and share peer-to-peer resources.

Encouraging completion

- **Link elearning to a physical event.** Schedule team meeting discussions where individuals are expected to have reviewed the elearning materials on that topic prior to a discussion on how the team should apply the ideas.

- **Pick a theme around popular elements of the program.** For example improving your meetings. Develop an internal campaign on applying the learning across the target population to reduce the number and improve the quality of your meetings.

- **Recognition.** Recognise completion of the elearning in training records and great contributions such as peer-to-peer learning through internal communications, testimonials or simple thanks. Show you are paying attention to progress and completion rates.

- **Marketing successes.** Seek out examples of why people have applied the learning successfully and communicate them.

- **Monitor content.** Keep an eye on what learners are commenting about and sharing, this may give you information on further needs or give you an opportunity to, for example, add some comments or other content that clears up a lack of understanding.

- **Reporting progress.** You can use the information on the leader board for other reported information from our system to monitor progress and give people feedback. This happens automatically within the system and is visible to participants but showing you are paying attention to this can improve completion.

Our elearning is...

Dynamic

Delivering a web-like experience rather than the traditional more PowerPoint like E-learning packages.
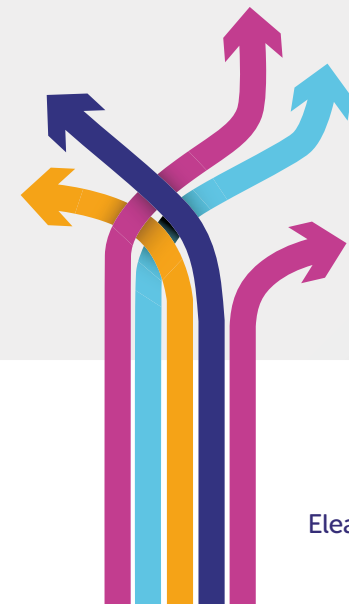
SUPPORT FROM GLOBAL INTEGRATION

We provide you with these ideas and some initial internal marketing materials around the programme as part of the package.

At additional cost we can also offer:

- Internal marketing resource – we can work with your internal communications people to support communication of the programme with content and images

- We can provide subject matter experts to routinely monitor comments and answer questions

- We can provide consulting support to developing team meeting and internal live events to support application of the learning from the elearning

Engage your learners and key stakeholders.

If you would like to develop more elearning programmes or need any support, please contact Laura Hall at **laura@global-integration.com**