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A More Modern Approach to eLearning

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Intro

Modern eLearning courses don't always reach their full potential, often diminishing the purpose of learning to favor a more visual appeal. This is a result of predated misconceptions that courses are only effective if they conform to certain known methods of learning. However, learning methodologies are always evolving, so it's important to continue to reassess the methods of human learning to offer more effective options and achieve greater retention.

An ineffective eLearning course(s) also can result in a higher, unnecessary cost for companies. By paying close attention to the following three factors, it's possible to create an effective, more modern eLearning course.

Hitting the bottom line

Issues in productivity with new employees is usually a result of poorly planned or unstructured on-the-job training. This leads to rising and unnecessary costs due to performance errors, disruption, and rework.

Too often, eLearning course development is left in the hands of developers who have little knowledge in course design, learning methodology, or the actual job, assignment, or best practice. Or they are required to develop the course within a short timeframe to cut the training cost. Cutting corners at the development stage will always adversely impact the final product and can cost a company in productivity and profits due to the lack of an effective training program.

There's no point in saving money by producing courses that don't provide a thorough demonstration of the job at hand. eLearning is only effective if the information is efficiently relayed to the employee and evaluated/measured for continuous improvement.

Planning ahead

Planning for the best eLearning course from the beginning is important to avoid higher costs later. These expenses can cause rework, such as reevaluating the course layout or requiring learners to retake the course. This can easily slow down productivity and raise production costs.

When creating an eLearning course, selecting designers, planners, and project managers is an important decision in the process. Proper planning can help with content development and developing visuals and programs that allow for improved retention and productivity – so that the information isn't easily forgotten or misunderstood.

If the course relates to a specific craft or topic, it should be written and designed by experts in that field of work who understand the process, language, and needed skill set. Through an expert's perspective, they can generate a customized eLearning course, in plain language, for the average learner. This helps to avoid misinformation or excess information that may only serve as a distraction from the essential coursework.

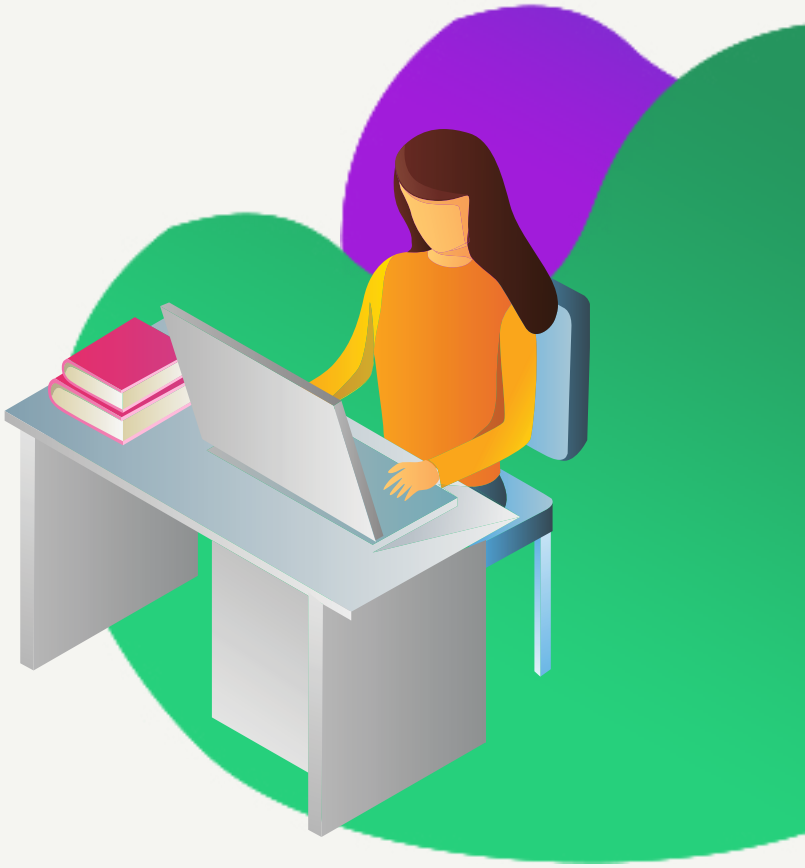
Design must follow function

The design of most eLearning courses today can generally be considered obsolete. They utilize methods of teaching that rely heavily on visually appealing examples that sacrifice most instructional opportunities in the course.

New solutions could be implemented by reevaluating the system in gaining the learner's attention. A system that now moves back to the basic principles of human learning and performance – focusing on instructional design principles. Good design relies on the result of making learning happen, not relying solely on the successful usage of technology for visual appeal.

Creating clear and concise information for the course is what will allow the learner to remember what's being presented. Memorable experiences in the presentation is an effective learning tool, such as creating interesting contexts, simulations and realistic, problem-solving scenarios.

Making sure the learner is motivated to learn is also key in creating a successful course. The learner is motivated if they feel they are making progress in the course and they believe that the contents of the course are a truly beneficial and safe investment of their time and effort.



Conclusion

These three factors play a pivotal role in the outcome of designing an eLearning course. Paying close attention to the learner's experience as they progress through a course is important – they're success determined by how motivated they are to learn and retain information throughout the course. And, just as important, the amount of money that will be saved in higher performance and greater productivity for the company that embraces a more modern approach to eLearning.

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