

Creating Highly Effective **Custom** **eLearning Content** for **your Enterprise**





Today's competitive and demanding environment necessitates that we stay up-to-date with the most efficient and effective practices in our respective domains. For companies, this means regular exposition of employees to training and development modules.

Organizations may choose to employ pre-built eLearning courses as a matter of convenience, or, more often, on account of low costs or build new courses. While pre-built eLearning courses can be successful, there are several reasons why a customized eLearning course can be even more effective and rewarding for both the learners and the organization.



Best Practices for Custom Elearning Content Development

Translate Organizational Objectives into Training Goals

A mismatch between the training goals and the objectives of an organization is bad for both the learner and the organization. Matching training goals through the effective use of Learning Objectives is critical to maximizing the benefits of corporate learning. Establishing clear learning objectives also sets the groundwork for measuring the impact of the training and helps create a learning program that focuses on propelling the workforce towards achieving organizational goals.

An excellent way to do this is to follow the training A.I.D. System:

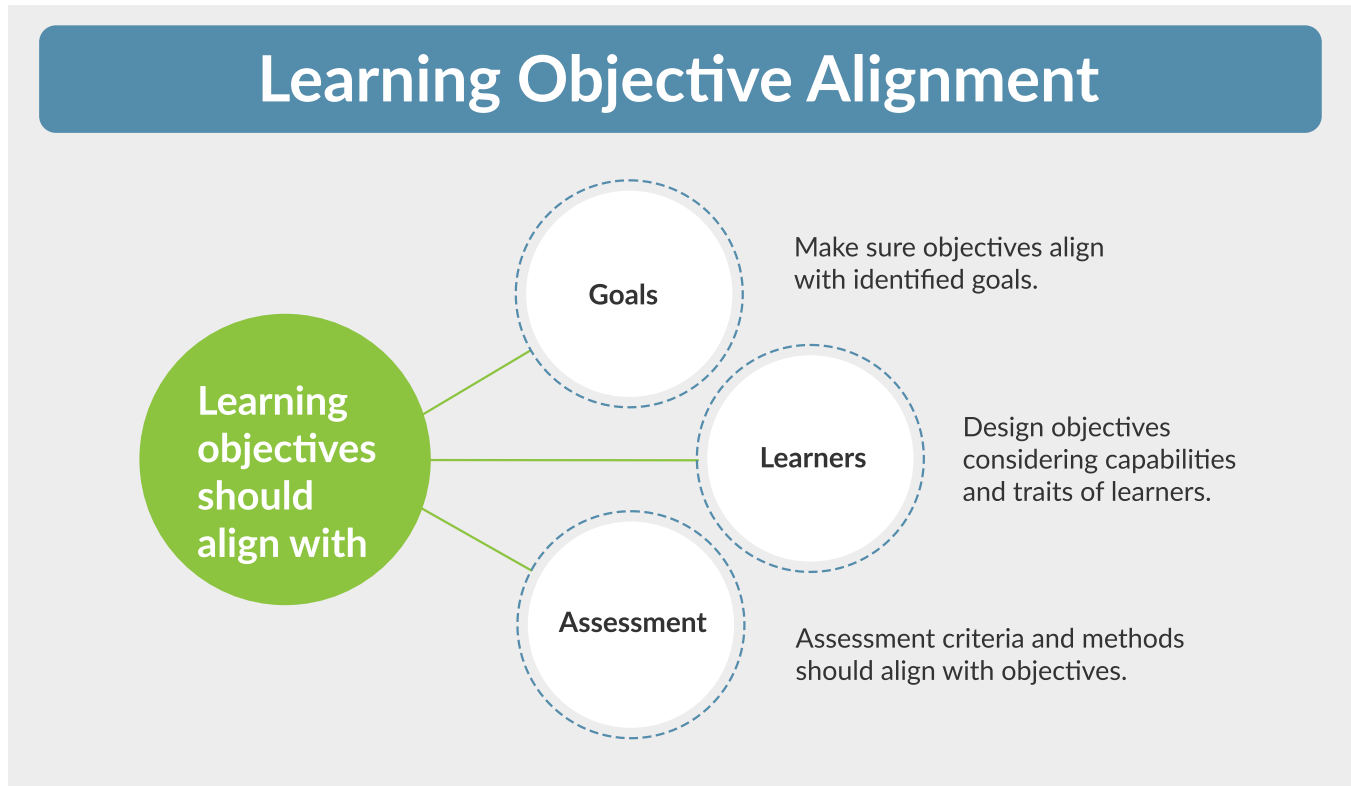
Analyze
business needs

Identify
shortfalls and
problem points

Define
training objectives

Learning Objective Alignment:

By aligning the Learning Objectives with the business goals, you can pave the way to another critical facet of effective training: Assessment.



Source: Presenting E-Learning and Design Concepts by S.A Sannwald (2013)

The Importance of Pre-Assessment and Post-Assessment

Pre and post assessment is a valuable diagnostic tool to determine learner comprehension as well as a mechanism to evaluate training effectiveness.

A good way to do this is to ensure that every learning objective defines the expected goal of the training in terms of demonstrable skills or knowledge to be acquired by the learner and to make sure the assessments are based on the learning objectives.

Results from the assessments can be used to make sound comparisons between pre-instruction and post-instruction performance.

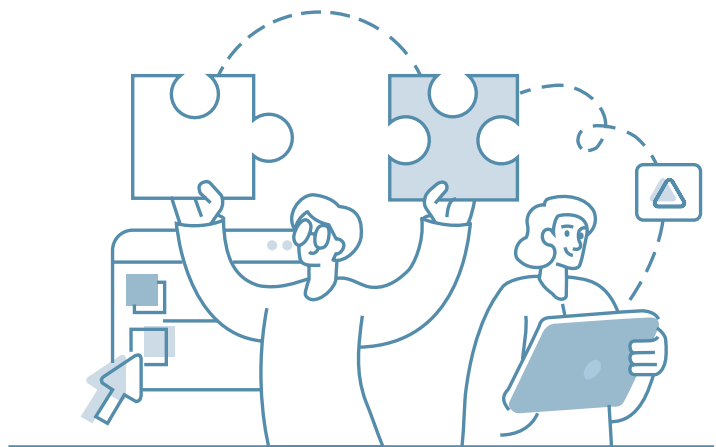
Interactive Content Begets Learning Success

Effective content is also engaging content. While providing the opportunity to learn at and outside the workplace is becoming necessary to create a culture of continuous improvement, it isn't enough. It is important to keep your workforce engaged in the pursuit of learning. This is especially important in the context of eLearning training conducted via technology, as opposed to in-person Instructor-led training.

There are a few time-tested methods to improve learner engagement:

Learning by Doing

Learning by doing was first propounded by the American education reformer John Dewey. More recently, there has been [scientific evidence](#) that shows learners who took a hands-on approach activated the sensory and motor-related parts of their brain when recalling key concepts. Activation of these brain areas is associated with better on-the-job performance. The strategy also promotes emotional engagement.



Build Branched Scenarios



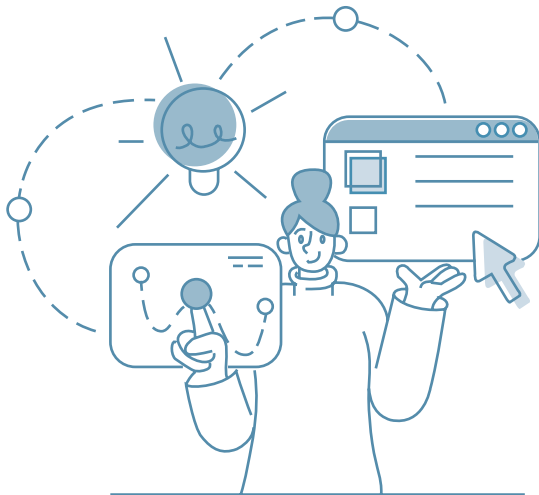
One direct approach to training through [branched scenarios](#) is to build on micro assessments. When a learner answers a question incorrectly, they can be redirected to a module that explains the concept. This provides an opportunity for interactive training because the difficulty of a module is determined by the competency of a learner. If a learner is not competent in a fundamental concept, it is better to provide an opportunity for focused training instead of a static training session. You can harness microlearning modules to deliver critical concepts that can be revisited as per the needs of learners.

Facilitate Open Discussion

Integrating video conferencing software that features chat and a polling function can facilitate interaction between learners. This makes learner engagement multidimensional. Breakout sessions with more private chat rooms for learners where they can discuss a module and its implications in daily work can also be beneficial.



Personalize Learning Pathways



There is nothing more frustrating for learners than to endure content that they feel is irrelevant to their role. Ensure learners are taking courses that have real-life advantages. Make it evident how a course module can help perform their job more effectively or quickly by highlighting learning outcomes. Both assessments and branched scenarios provide the data for encouraging learners through [personalized learning](#).

Harness Gamified Learning

[Gamification of eLearning](#) brings together many important elements of good training content development. Learning becomes exciting and interactive, feedback is often instantaneous, boosting motivation and engagement, which in turn encourages the workforce to continue learning and build up their knowledge.

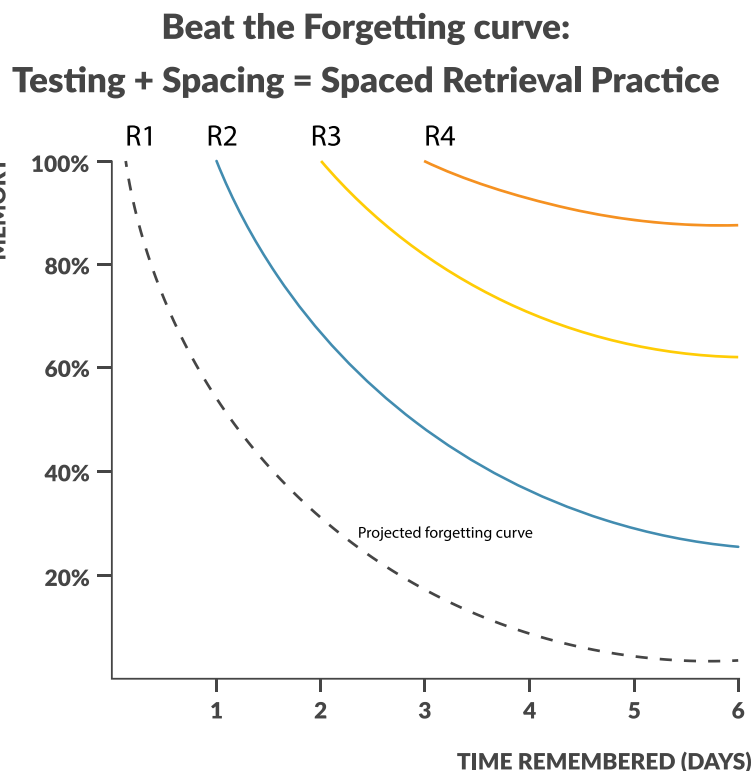


Rather than using learning to make learning more engaging, it should be used as a means to set goals and achieve targets.

Repetition is the key to Knowledge Retention

“With any considerable number of repetitions, a suitable distribution of them over a space of time is decidedly more advantageous than the massing of them at a single time.” -- Hermann Ebbinghaus

Knowledge retention is one of the biggest challenges that all learners face. Spaced repetition is a useful, evidence-based technique to improve learning retention. Repetitive training helps to form long-term memory. Training that includes long intervals between sessions is termed spaced training or spaced learning. Since the [seminal work of Ebbinghaus](#), spaced training is superior to training that includes shorter intervals in terms of memory formation.



Beat the Forgetting curve: Testing + Spacing = Spaced Retrieval Practice

Studies have consistently shown that we can only remember [five to seven](#) new pieces of information at a time. This makes it near impossible for human beings, excluding perhaps some savants, such as [Kim Peek](#), to retain a lot of information within a short time.

Combine this principle with periodic assessments to understand where learners are falling behind. Understanding training needs can help to better define learning objectives or as a barometer of content efficacy.

Focus on User Experience


A great user experience can elevate an eLearning program. Measuring the success of L&D is often limited to the ROI, in other words, tracking the performance of a program. However, metrics that focus on how users consume and engage with learning content can be a better measure of content viability.

Sound user experience design also ensures that content conveys and accomplishes the objectives of the L&D initiatives. This can be achieved if you can:

- ▶ Make the navigation simple and easy
- ▶ Use interaction elements to engage the learner
- ▶ Provide a consistent design
- ▶ Provide a minimalist approach to design reduces chaos, prevents overwhelm
- ▶ Mobile-first design is best when on-the-go learning is the norm

User experience emphasis from the ground-up, in the design as well as the delivery of training content is critical to the success of your L&D programs.

Seven Great Reasons Why Custom eLearning Development is the Right Choice

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- 01 Tailored to the Needs of Your Organization
 - 02 Implements the Perfect Approach
 - 03 Facilitates Multi-dimensional Learning
 - 04 Provides Consistent and Reliable Information
 - 05 Easy to Update Leading to Longer Shelf Life
 - 06 Encourages Sharing and Collaboration
 - 07 Control Over The Budget and Better Return on Investment



Choosing the Right Custom eLearning Content Development Partner

Why Is It Better To Outsource Custom eLearning Content Development?

Outsourcing custom eLearning content development is a sensible practice for most organizations. Often, you will incur substantial costs when building a custom corporate learning and development program. While custom eLearning content is decidedly more effective, the process of finding the right vendor for content development requires deliberation and careful planning.

Let us go over a checklist of questions to ask when looking for a custom eLearning content provider for your organization.

Experience & Domain Expertise

A seasoned vendor will provide quality content compared to a new, inexperienced vendor. Look for recognition as vendors of quality of eLearning content by renowned research companies such as Brandon Hall, eLearningIndustry.com, etc. Vendor experience depends on the size of past projects and success.

While it is easier to validate a large service provider's reliability, a small content provider can offer individual attention and a flexible approach to you as a customer. Consider their primary clients and choose the organization with expertise in your industry.

When it comes to domain expertise, the right vendor must have either industry knowledge or employ Subject Matter Experts.

Project Scalability

It is essential to consider whether the potential content development vendor has the necessary infrastructure to scale as per your requirements. As your training needs increase, it will be much simpler when working with the same organization.

In-house Visual Design

Developing custom eLearning content involves crafting compelling visuals together with functional narratives. This means the potential vendor must have a skilled team of visual designers to work on your project.

One way to discern visual design expertise is by going over eLearning portfolios that feature the vendor's skills and expertise.

Willingness to engage with Advanced Technologies

When choosing an eLearning service provider, look for companies that are willing to engage and provide content that is in line with advanced technologies. In the digital age, the productivity of employees as well as the efficiency of training programs is closely tied with making the most of cutting-edge technologies.

Multi-device Access and the mobile learning advantage: Most eLearning today takes place on-the-go. Cross-platform capability ensures seamless accessibility via desktop, tablets, or mobile phones. Your potential vendor must be able to provide content that works just as effectively across multiple devices and operating systems.

Virtual laboratories (vLab): Virtual labs are simulated learning environments that are exceptional at providing close to real-life learning experiences. The advantage of virtual labs is that the element of risk is eliminated. In high-risk environments, training using vLabs can be a game-changer. However, not all custom eLearning content providers operate in this format of content creation. Virtual labs can be entirely simulated using [Virtual Reality](#) or partially simulated using Augmented Reality that builds upon the real world.

Blended learning: Blended Learning integrates a traditional instructor-led classroom session with [digital media](#). If Instructor-led training can be considered the gold standard of engaging and effective learning, blended learning has the potential to take the efficiency even further.

Watch this short video that illustrates, with some key examples, how digital design technology can be harnessed to enhance learning effectiveness:

<https://www.youtube.com/watch?v=2jsdqs6gieM>



Project Management Processes

An ideal custom eLearning content provider should have an effective internal project management process. This ensures that the time taken for the completion of a project is in line with the needs of your organization. Project management also shows accountability for your cost and time-heavy training program.

Quality Assurance Practices

Your potential eLearning custom content development vendor should have stringent quality assurance processes. For instance, interactive eLearning courses will need to be tested for responsiveness across browsers and devices. Effective quality analysis eliminates bugs and faulty content from reaching your learners.

Transparent Pricing

It is reasonable to assume you may not understand the inner workings of content development for custom eLearning. Nevertheless, it is essential to have a clear idea of the potential expenses incurred. It will help determine the Return on Investment (ROI) from your training program.



Often, it may be easier to work with an eLearning vendor that can both create content and effectively deploy it. In case you want to deploy the content on your organization's Learning Management System, the question of compatibility should be raised early in the search for a vendor.

With over **eleven years of experience and 8000+ hours of content delivered**, Origin Learning should be your primary choice for custom eLearning content development. Our work has been rewarded by top agencies such as the Brandon Hall Group and Learning Technologies Awards.

To learn more about how we can take your next corporate training program to the next level, write to us at info@originlearning.com. Leave a date and time in the email and we will get in touch with you.