Build It...and They Will Come???

Increasing The Viewership of Your eLearning Courses

ALL DRIVE. NO DRAMA.™
WHAT IS THIS??
Who are we?

Why are we here today?
- What is the problem?
- How do you fix the problem?

Laura Choi  Brian Via
WHAT IS THE PROBLEM?
High Investment with Low Return

Low Interest

Low Knowledge Retention

Lack of Communication & Misinformation

Inability to Prove ROI
**What Is the Problem?**

- **High Investment with Low Return**
  - Low Interest
  - Low Knowledge Retention
  - Lack of Communication & Misinformation
  - Inability to Prove ROI

- Lots of development time, but nobody takes it.
<table>
<thead>
<tr>
<th>Problem</th>
<th>Solution</th>
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</thead>
<tbody>
<tr>
<td>High Investment with Low Return</td>
<td>People may not know your courses even exist</td>
</tr>
<tr>
<td>Low Interest</td>
<td>Low confidence in the material</td>
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<tr>
<td>Low Knowledge Retention</td>
<td>Viewed as boring</td>
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<tr>
<td>Lack of Communication &amp; Misinformation</td>
<td></td>
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<tr>
<td>Inability to Prove ROI</td>
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</tbody>
</table>
High Investment with Low Return
Low Interest
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- They just don’t remember what they learned
- Information overload
WHAT IS THE PROBLEM?

High Investment with Low Return
Low Interest
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Inability to Prove ROI

- Your audience may not understand your purpose
- Users don’t know your content exists
- People didn’t know our skillset, so they outsourced
**WHAT IS THE PROBLEM?**

- High Investment with Low Return
- Low Interest
- Low Knowledge Retention
- Lack of Communication & Misinformation
- Inability to Prove ROI

- No metrics for Kirkpatrick Levels (1-4)
  - No tracking of how our learning supported sales
- Not tracking eLearning usage
HOW DO YOU FIX THE PROBLEM?
HOW DO YOU FIX THE PROBLEM?

Make Courses More Engaging
Make Training Easier to Locate
Create Awareness of Your Courses
Change Your Company Culture
**How Do You Fix the Problem?**

**Make Courses More Engaging**
- Learner specific – *WIFM?*
- Use videos
- “Blended” opportunities
- Gameification
- “Chunk” it out by topics
- Less words more pictures
- Just-in-time
- Update them regularly
- Mobile access

**Make Training Easier to Locate**

**Create Awareness of Your Courses**

**Change Your Company Culture**
Make Courses More Engaging

Make Training Easier to Locate

Create Awareness of Your Courses

Change Your Company Culture

- Training menus
- Direct links
- LMS
- Intranet/Internet
Make Courses More Engaging
Make Training Easier to Locate
Create Awareness of Your Courses
Change Your Company Culture

- Brand Your Team/Materials
- Market Your Training
  - Emails
  - Social media
  - During live training
  - Videos/podcasts
  - Suggested eLearning
How Do You Fix the Problem?

- Make Courses More Engaging
- Make Training Easier to Locate
- Create Awareness of Your Courses
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- Start Top Down
  - Work with Senior Managers
- Make it a Learning path
  - Mandatory training
  - Tie eLearning completions with promotions/bonus
- Show ROI by running metrics/reports
• Higher viewership
• Higher interest in our content and services
• Greater retention of learning of employees
  • Kirkpatrick levels 1-4, tie back to sales
• Using metrics to provide ROI to management
OUTCOMES WE DIDN’T EXPECT

For the company
- Greater expectations by management and learners
- Courses are going viral
  - Chatter
  - LMS Shares
- Ability to implement new technology
- Need for headcount

For us individually
- Becoming an industry expert – not just at work
- Resume building experience
WHAT IS THIS?
THREE KEY TAKEAWAYS

1. Assess where you are, what are your gaps, identify problems
2. Implement solutions to fill the gaps
3. Network with peers on their suggestions and what they have done “benchmark”