



How to choose eLearning content that fits your learning culture

Content topics and styles

Scalability

Integration

Cost efficiency

On demand content

Learning is a lifelong journey. Whether you're diving into a new book, picking up a new hobby, or trying out a new recipe, a love of learning is a valuable skill. As such, many businesses pride themselves on a robust learning culture that embraces knowledge and innovation. From soft skills to file management, there's always something new to learn in any role. So, a strong organisational learning culture will generally prioritise training and development, while also giving employees plenty of opportunities to improve their knowledge, skills and expertise.

This means when you're weighing up eLearning content options, it's important to find a solution that's a good fit for your company's learning culture. To do this, you should analyse a number of factors, including what styles of content will best suit your learners, any skills and knowledge gaps in your organisation, and the key objectives of your wider learning and development strategy.

Unfortunately, too often, this level of analysis isn't completed before choosing eLearning content. Content is one of the most important elements of the eLearning process. But poorly developed content may result in underwhelming training results, such as low engagement and participation, lack of motivation, and missed objectives.

Thankfully, there are many ways to create eLearning content that is an excellent fit for your learning culture. To help your business embrace its love of learning, we've outlined a few key considerations below.

Content topics and styles

Do you prefer red wine or white? Smooth peanut butter or crunchy? Chocolate ice cream or vanilla? Either way, it's always nice to have options. Learning is the same. We all learn differently, so providing options allows all types of learners to excel. Whether it's different content styles, delivery methods, or learning outcomes, evaluating all the types of content that you can deliver to your learners will have multiple benefits.

Think back through your school, university, and work life. How many classes or conferences have you had to sit through that nearly put you to sleep? The answer is probably 'too many'. With so many content options, learning materials should not be restricted to merely reciting information. Instead, eLearning materials can be delivered in many engaging and informative ways, including video, audio, animation and text. We recommend examining a variety of eLearning offerings to determine which types of content fit in with different learning styles in your organisation and ensure your learning materials reflect the strengths and weaknesses of your learners.

Learning materials should also include methods of assessing knowledge through small, end of module quizzes and larger end of course tests. Plus, mixing up the style of your content can also increase engagement and improve knowledge retention if delivered correctly.

This need for variety applies not only to learning styles (i.e. aural vs visual learning) but to the types of training an eLearning solution can deliver. Focusing solely on a specific training area such as compliance can be highly restrictive, particularly if a team wants to branch out and improve their soft skills or leadership abilities, for example. A strong learning culture means giving employees a breadth of training options, so it is important to consider variety when choosing eLearning content.

Ultimately, the solution that you choose should provide flexibility in terms of both the styles of content that it offers, as well as the topics that content covers.

Scalability

Once you've identified the right content styles and topics for your learners, it can be valuable to consider scalability in line with your business needs. As businesses grow, so too does the demand for eLearning. Some eLearning solutions are quite restrictive, failing to accommodate business growth or expansion. However, other solutions will adapt to your needs, allowing you to scale up or down depending on how your business changes.

Ask yourself: will the solution that I am looking at be able to cope with an increase in employees in the next 12 to 24 months? If the answer is no, it might be a good idea to look elsewhere. As an added bonus, implementing a solution that can scale will typically improve its overall effectiveness and efficiency within your organisation.

Integration

Like scalability, seamless integration with your existing systems should be a primary consideration when selecting eLearning content to fit your learning culture. Ideally, a good learning management system shouldn't be a standalone product, so finding eLearning content that can be integrated into your existing systems can save a lot of time and resources.

Figuring out how to navigate a new app or platform can feel like a chore, particularly if you're already overloaded with an avalanche of different apps for different tasks. Given this, the platform through which you deliver your eLearning content plays a huge part in your learning culture. Accessibility and ease of use are crucial to ensure your learners can get the most out of their eLearning experience. When your eLearning solution can be integrated with existing systems that your learners are already familiar with, this can both increase engagement and improve the user experience.

Additionally, LMS integration can reduce manual tasks, save time and increase the number of reports that you can create with your system. When you integrate your systems, it is much easier for teams, individuals, and departments to access and manage eLearning content, resulting in better outcomes for everyone.

Cost efficiency

These days, content possibilities are as vast as your imagination. As such, the number of content providers on offer can sometimes feel overwhelming – not to mention costly. Using a content aggregator solution such as Go1 can significantly reduce the hassle and costs of dealing with multiple content providers.

Whether you need to onboard and retain, develop skills, or ensure industry compliance, it is crucial to source the right content to deliver the right courses to the right employees. A content aggregator like Go1 can help to achieve these goals, acting as a one stop shop that houses a wide array of eLearning content in one convenient location.

On demand content

As technology continues to evolve, the demand for on demand learning has increased. You could say that on demand is in demand. In an increasingly digital world, people have become accustomed to having information at their fingertips, accessing answers in a matter of seconds. This need for information now has changed expectations, particularly when it comes to learning and development.

More than ever, employees are taking charge of their learning. Many employees already know what they need to learn or what skills they need to acquire – they just need access to content that allows them to work on these skills. This trend towards self-guided learning makes on demand content an essential part of a strong learning culture.

When implemented correctly, on demand learning is available from anywhere at any time, resulting in more flexibility, higher engagement with materials, better performance, and an increase in productivity.

As we know, content and learning culture are very closely linked, so our most important tip of all is to put time, care, and effort into choosing the right content to allow your learners to embrace a love of learning and achieve the best outcomes!



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