



5 things to get in place before launching eLearning

Map skills to courses
Assess multiple styles of content
See how others are doing it successfully
Get more for less
Try before you buy

Your employees are your most valuable assets. Their skills and knowledge are what sets your team apart. Still, no one's perfect. And we all have gaps in knowledge. Whether it's technological expertise, compliance know-how, or just not being up to date with the latest Netflix series, it's impossible to know everything.

These days, the best way to equip your workforce with the right level of knowledge to truly excel is through online training. It has never been more important to invest in building a learning culture that provides opportunities for employees to grow.

To achieve these goals, eLearning has evolved into one of the most powerful tools at your disposal. More and more, businesses are looking at eLearning solutions as a practical and cost-effective method of delivering training. Not only can it save your business time and money, it can also help to mould leaders for the future, develop talent, and ensure your current and continued success.

However, successful eLearning requires a lot of planning and careful thought to succeed, particularly when it comes to content creation. So, before launching your eLearning offering, there are several things that you should consider. With this in mind, we've mapped out five important things that you should put in place before launching your eLearning offering.

Ready to make your eLearning stand out? Let's get started.

1. Map skills to courses

When it comes to eLearning, courses are only effective if they are properly mapped to the employee. Two of the most significant factors to consider in eLearning are the context of the employee and the content of the course. There must be some correlation between these two areas. Like we said, everyone's different, so this means reviewing skills and knowledge gaps in the workforce, then developing courses to address these issues. The most well developed course would be ineffective if there was no alignment between the context of the learner and the content of the course.

A lack of alignment will often result in learners completing a course, only to acquire skills that they cannot use. Put bluntly, this is a huge waste of time and effort for everyone involved. Instead, everything should be tailored to meet the needs of your learners before you launch your eLearning offering.

A '**training needs assessment**' is an excellent tool to identify skills gaps and tailor your offering to your employee base, because it helps you understand where your resources should be focused, what skills are required, and the types of courses you need to create.

2. Assess multiple styles of content

These days, content is king, so high-quality content should always be at the centre of your eLearning offering. Therefore, content needs the most investment. Your content should be as engaging as possible and tailored to the audience. You can invest in the best LMS, but if your content isn't great, it isn't going to engage learners and won't deliver the results that you want.

As mentioned, the impact of your content will depend on what your employees need to learn. This includes tailoring content to your audience's preferred learning style. For example, some employees may be visual learners, while others might learn best by doing.

Try to vary the style of content for maximum effectiveness, using a combination of video, interactivity, games, presentations and audio content, as well as quizzes and other activities to reinforce learning. You should understand how your employees learn best and use this to your advantage. Ultimately, the content that you create should cover many different learning styles and reflect your employees' needs.

3. See how others are doing it successfully

Speaking of different learning styles, some people prefer to learn by example. This makes business research a crucial component of launching any eLearning offering. Understanding how other organisations are delivering training can have many benefits, and even help you gain an advantage over competitors. When analysing other businesses, factors to consider include their content style, how they are delivering the course, how tailored the content is, the content structure, and what type of activities and quizzes they are creating.

Knowledge is power, so the more information you can gather about how other businesses are delivering eLearning, the more impact your training will have upon launch. Bottom line, to create the best eLearning offering possible, you have to first understand what other businesses are doing and how you can do it better.

For more information on this step, take a look at [how CityFibre built an L&D plan from scratch to support their rapid workforce growth](#) – with a little help from Go1.

4. Get more for less

We all know money makes the world go around. So, cost effectiveness will most likely be one of your primary considerations when delivering your eLearning solution. Given this, it is important to consider all of your options. We recommend exploring how you can deliver more courses for less, by using a solution such as Go1. This type of product is a one stop shop that provides a constantly evolving library of course resources. Within this, you can choose courses to cover every aspect of your learning and development requirements.

Usually, investing in course content from multiple providers can be costly, but with a solution such as Go1, costs are minimised while the quality of eLearning remains high. You can also build your own courses and produce innovative reporting, while a single subscription will allow you to access a premium content library with the latest courses on a wide variety of topics.

5. Try before you buy

Who doesn't love a free trial? We sure do, so the final strategy to consider before launching your eLearning offering is to try before you buy. This will ensure that the eLearning content not only fits in with your organisation, but reflects your learners' goals, learning styles, and individual requirements.

While investing in eLearning is certainly one of the most beneficial decisions that you can make for your business, the process must be fully thought through to achieve maximum impact. As such, some types of training simply won't be suitable for your employees or your organisation, so trying eLearning content before you buy will help you make an informed decision.



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