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Engaged Learning - Measurable Results

專注式學習 - 可量度結果

How do you determine an on-line solution that best fits your needs, from an organisational and individual user's perspective?

This is the key question you should be asking yourself if you are seeking an on-line learning solution whether for language, soft-skills or another discipline. A common mistake is that organisations implement a solution before truly identifying the problem.

So before you survey available solutions, you must first identify end user requirements, department requirements, IT requirements and the overall organisational goals. The analytics you can then perform on the data collected will help you manage any resistance to the training solution and perhaps more importantly, reveal the reality amongst the numerous ideas. With a focus on removing ambiguity and identifying, 'the problem', your actual training needs start to surface.

Look for relevancy for the end user not a one-fit-all solution.

Generally speaking, your e-learning solution should offer a diverse range of content at varying levels of proficiency. It should offer diagnostic testing so that personal learning paths can be generated for individual learners. Learning interventions should be bite-size, and inform learners of the objectives and outcomes before they commit to studying. When the learning intervention is shaped around the individual, you are more likely to see immediate application of new knowledge and skills.

Focus on engagement to nurture collaboration and contribution.

You can generally fit e-learning users into three groups:

Group 1. Users that are not comfortable being online;

Group 2. Users that spend time online primarily for communication and to source information;

Group 3. Users that spend time online to cultivate their creative lifestyle, build relationships and experiences, be entertained, and entertain others.

In terms of engagement, each group needs to be empowered with different techniques - there is no 'one-fit-all' model in user engagement.

Group 1 - Their online experience should encompass 'easy to find', 'simple to use', 'quick to complete', their participation needs to be encouraged! These are reactive learners who need clean, uncluttered and user-friendly interactions. They tend to do the bare minimum online; doing only what they need to do.

Group 2 - They still need simplicity and user-friendliness but they will tend to dedicate the time to explore a system to see what it offers in terms of information & knowledge; They can be tempted to try out online activities that are usually outside their comfort zone. This group still needs encouragement but once they engage online, they tend to be more committed.

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Group 3 - It's always ON for these users, anytime, anywhere, any place! They need to be engaged emotionally, they need recognition and reward. These are proactive learners, who need an immersive experience in which they have choice and control.

You should look for features that promote high value and leverage the social layer as well as the game layer. Social and collaborative learning dynamics are mature technologies but many e-learning solutions still have not fully embraced these. The emerging game dynamics layer is starting to appear in e-learning solutions. It is within these paradigms that engagement lives.

Bear in mind that a good virtual learning environment balances social and game dynamics, multimedia-based content, and relevant and measurable learning interactions. When this balance is achieved, an important shift occurs. Learners move from being passive recipients of information into contributors. The ultimate goal of all learning.

Integrate and customize your e-learning offerings

Very few on-line learning providers in the market today are able to work with companies to tailor and align training content with L&D initiatives because of the time and cost of such work. There are however, various levels of alignment. At the low end, the virtual learning environments can be customized to the brand identity of your corporation thus promoting a sense of ownership. In the mid range, content can be filtered for specific users and departments. At the high end, content can be completely bespoke, and e-learning platforms can be integrated into existing Learning Management Systems.

Nowadays, corporations have multiple Learning Management Systems and digital content each with their own custom interface. Therefore, before you invest considerable capital into new e-learning software, determine how seamlessly the solution can integrate with your existing architecture, and to what extent it can bridge the gaps between the various interfaces and databases.

With so many authoring tools, immersive worlds, and new technologies out there, now more than ever, L&D need to conduct thorough research prior to sourcing appropriate solutions, and corporate IT departments are critical stakeholders. Not thoroughly identifying your training problems is the leading cause for e-learning projects to fail. So be sure to ask the right questions.

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