



MAXIMIZE YOUR TEAM'S POTENTIAL

How Virtual Training Fuels Employee
Development & Remote Engagement



Introduction

Virtual online learning and development (L&D) is no longer an option—it's a necessity. But, as with anything in business, if it's not done well, it's not worth doing. In fact, ineffective training programs could cost companies upwards of \$13.5 million per year in time, resources and results.

How do you get eLearning right and avoid the pitfalls that add up to \$13.5 million vanishing from your budget? For organizations that are just making their foray into virtual training—and even those who've been doing it for years—the secret to being as efficient and effective as possible is elusive.

Now, as companies realize the need to accelerate the shift to online solutions to keep productivity high and develop future leaders, they may not know where to begin. And when making a potentially substantial time and money investment, that dilemma can be detrimental. Regardless of your intended deliverables, this eBook provides expert tips and insights so you can choose the best partner to develop and deliver your virtual learning needs in seamless, immersive and innovative ways.



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Check 4 Common Blind Spots

Before you enlist a eLearning outsourcing partner, it's critical to check your "blind spots." When transitioning to virtual, many organizations make assumptions that cause them to stumble and end up hurting productivity in the long run.

With more than 25 years of experience, Mark Zides, CCO at ELB Learning has

guided countless leaders in creating a virtual L&D strategy. He's identified four common blind spots that you should avoid when moving your training programs to online.



We're seeing employers accelerate the pace at which they're moving every process to online platforms. The reality is that to keep productivity high and set yourself up for success five, ten, twenty years down the road, you need to invest in learning and development now, and also ensure you're optimizing it for a virtual environment.

Mark Zides
Chief Commercial Officer at
ELB Learning



Then, ask others in your organization the same questions. The more feedback and opinions you have, the more holistic your approach and solution will be. As we learned, recycling content isn't a sufficient approach. You must understand the challenges with online learning and what will keep learners engaged and motivated.

Once you have a handle on your L&D program landscape, it's time to prioritize. While rapid development tools have made content creation faster than ever, the process still takes time. Prioritizing the training programs that will have the biggest impact on your organization will give you the most immediate results, which, in turn, will elicit buy-in from leadership and employees alike. After you've launched your program, your training outsourcing partner can provide real time assessments to see how impactful it is so you can optimize or refocus, if necessary.

What does this look like in practice? Say your organization is entering a hypergrowth phase and is planning to increase headcount significantly in the next six to 12 months; you'll want to focus on new hire onboarding and manager development courses before more specific topics, such as finance or safety. This will ensure that your new talent is fully prepared to tackle their day-to-day responsibilities and keep your business running smoothly. Once they've been on the job for a few months, they'll better understand how to apply those more functional skills.

Finally, consider your learning environment. This informs how your training outsourcing partner will approach building content, and determines the amount of change

management needed to support your eLearning initiatives. Ask yourself the following questions:

- 1 Do you already have some virtual training courses, or is this an entirely new concept?
- 2 How technologically savvy is your organization?
- 3 Do all employees have access to a computer or mobile device on which to complete training?
- 4 How built out is your learning management system (LMS), and are your employees comfortable navigating it?
- 5 How scalable and user-friendly is your LMS?

These questions will lay the groundwork for content development, help give your training outsourcing partner a better understanding of your starting point and make the transition to eLearning as seamless as possible.

Choose the Right Partner

You wouldn't pick a name out of a hat when choosing your software or parts provider—why would you do it with your training outsourcing partner?

This is where understanding your training needs comes into play in a critical way. Categorize each of the functions your L&D program needs to support. Do you need only HR-specific training, or will you also need content for compliance, finance and safety? Based on your areas of focus, you'll need a partner that has experience with and can deliver on all of them.

A great partner will understand your needs and work with you on a strategic way to execute a solution. But there are a few highly-specific qualities that you should look for when choosing a training outsourcing company:



Agility

The beauty of online learning is that it can be adapted on the fly. But that can also cause headaches if your outsourcing partner can't react to changes in needs, direction or deliverables. Ensuring you have an agile team that can absorb changes and pivot quickly will ensure efficiency and timeliness in hitting your deadlines.



Collaboration

Everyone has worked with an unresponsive vendor or client, and it's generally not a pleasant experience. Finding a partner who provides you with a dedicated team that will collaborate with you in each step of the process—from understanding your mission and goals, through implementation—will ensure that you and your leadership team are satisfied with the results.



Project & Functional Management

A key piece of what a dedicated team offers is a full crew of people to get the job done. Look for a partner that will not just build your functional content, but will also project manage to make sure development stays on track and key stakeholders are part of the process. An ideal team will include a project manager, senior developer, instructional designer and quality assurance specialist.

It Takes a Village

You can't build a house with just a roofer. And you can't build an effective eLearning program with just a developer. In order to maximize the investment in virtual learning, you need a team that's equipped to handle everything from the overarching strategy to the nuanced details.

A great eLearning program is at the intersection of strategy, technology and creativity, and a great training outsourcing partner will provide you with a team to synthesize all three. This team should have access to cutting-edge development technology, in addition to experience with collaboration tools like Zoom so you can work together seamlessly.

