

# 8 Dos & Don'ts

to make your eLearning initiative work

## treat

your eLearning initiative like a business case

What are the needs of your organization in terms of learning?



How can eLearning address those needs successfully?

## focus

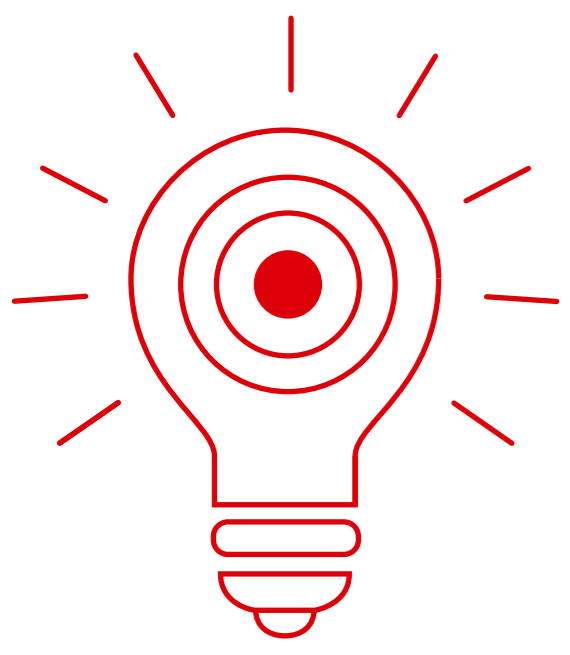
on the content

It is very important to keep in mind that your audience, the learners who will be the main users of the online content, will only truly embrace the learning experience if they feel that it is engaging, useful and delivered in a timely manner.



## have

a clear objective in mind when you create individual eLearning courses

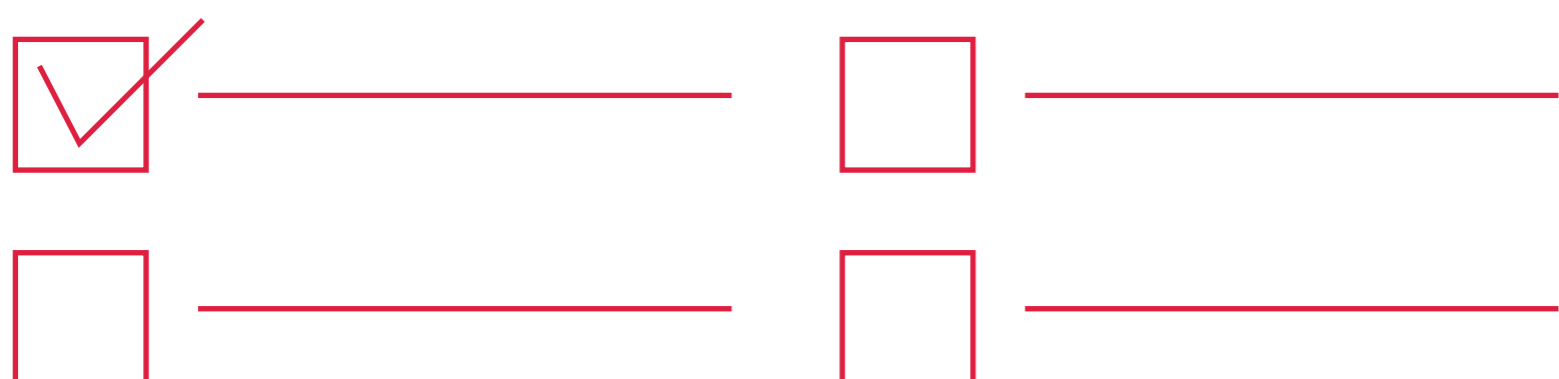


Knowing your audience, the skill sets you're aiming to develop and the final outcome will help you stay focused and will ensure that the courses you delivered are meaningful and engaging.

## assess

learning

Quizzes, tests and any other forms of evaluation not only give managers a good picture of how their employees are progressing.



In fact, research shows that tests are also a good learning tool in itself, as they support the process and help us in building our knowledge and remembering key information.

# 1

## send

contradicting messages

Ensure that your courses are clearly branded so the learner knows that they're coming from within the company.



Use consistent fonts, colours, and any other type of visuals to communicate a clear message.

# 2

## rush

into selecting an LMS



Take an adequate amount of time and effort to evaluate all the pros and cons of the Learning Management System that you'll use for deploying your online learning content.

# 3

## forget

to work as closely as possible with your Subject Matter Experts

They are the ones within your company who are the experienced and skilled professionals to provide the core content which will ultimately be the basis of the course and ensure the outcome for the learner is effective.

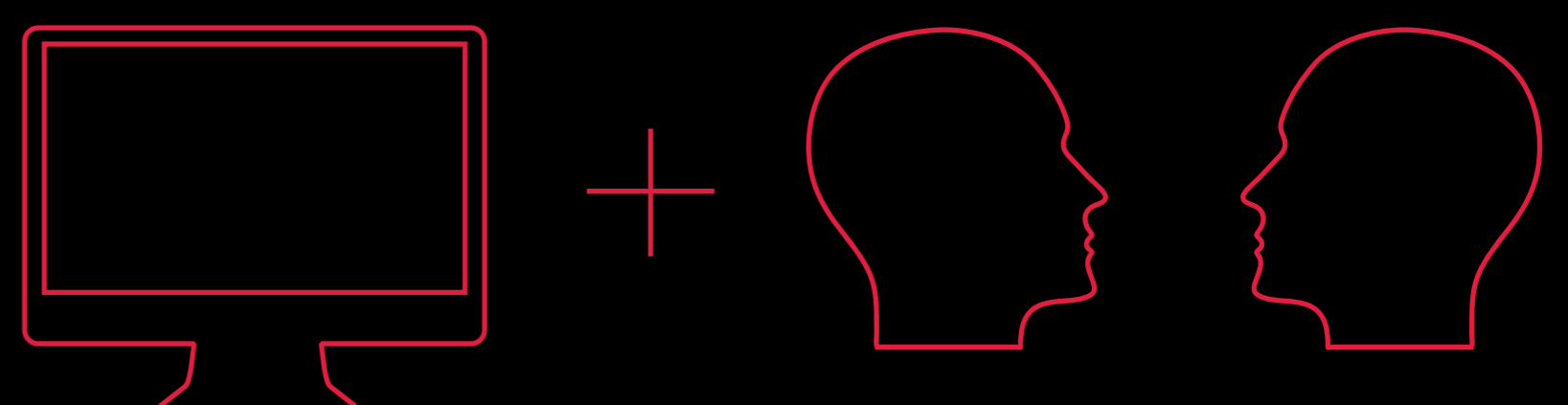


# 4

## restrict

your learners

Just because you've decided to implement eLearning it doesn't mean that you have to view it in isolation.



Developing knowledge and skill sets is a multifaceted endeavour, so make sure you coordinate your online learning activities with traditional training methods.