



CommLab India
Rapid eLearning Solutions



eLearning Trends 2021

A View from the Trenches

Introduction

"Don't be into trends. Don't make fashion own you, but you decide what you are, what you want to express by the way you dress and the way to live."



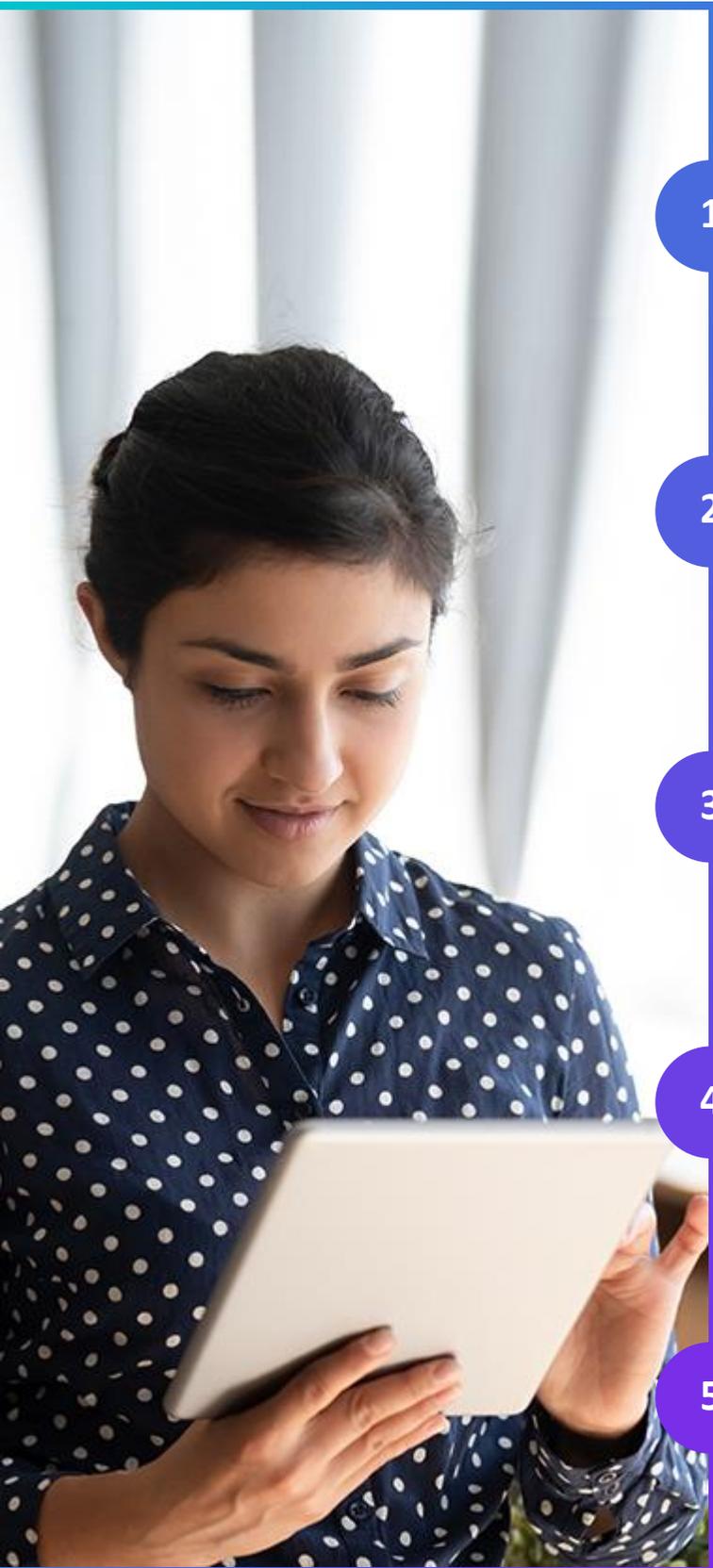
What's fashion got to do with training?

If you are thinking the same, this quote by **Giovanni Maria Versace**, the founder of Versace holds true for corporate training too.

It's easy to fall into the trap of adopting/implementing trends just to be cool or 'fit in'. However, the true trends L&D professionals should adopt are those that'll work for our learners and organizations.

And this is what the eLearning trends for 2021 offer – improved performance, achieved business goals, enhanced ROI.

Read the eBook to discover how:



1

The L&D function is transitioning to an impact-maker and being heard at the decision-making table

2

Blended learning can offer high-impact, continual learning opportunities across the learning journey

3

Virtual instructor-led sessions (VILT) can offer interrupted learning, without losing the benefits of the human interaction of physical classrooms

4

4 rapid conversion strategies will take care of every requirement and contingency when converting classroom training material to eLearning

5

Learning Experience Platforms (LXP) can integrate resources from several platforms to offer learners a unified, seamless learning experience

L&D Moving from an Order-Taker to an Impact-Maker

Traditionally, L&D has always been an order-taker in organizations serving up learning programs.

Most often than not, they fill learning gaps, matching stakeholders needs with available training programs.

However, the L&D unit is now becoming an impact-maker who proactively contributes to business results and has a say at the decision-making table. An impact-maker is a strategic business partner who understands the business of the business at a deep level.

To move from taking orders to making an impact, we need to understand the business, understand how training programs can help achieve business goals, and focus on measurable results.

The key to transitioning is to:



Build a brand identity for the L&D team



Communicate value



Identify and connect with audiences (stakeholders)



Measure and share results

Be consistent!!

Characteristics of an Impact-Making L&D Unit

Our activities should be aligned with the corporate strategy to contribute to the business results through our training initiatives.

Here's a simple 3-step process that can act as a blueprint.

01



Find out the Corporate Strategy

- Find out the corporate strategy – don't wait for it to find you.
- Work with your team and boss to know what matters to the organization.

02



Make sure what you do contributes to the Corporate Strategy

- Know and work on the things that matter.
- Ask stakeholders to identify what they expect from training programs – tangible performance goals that tie back to the goals.

03

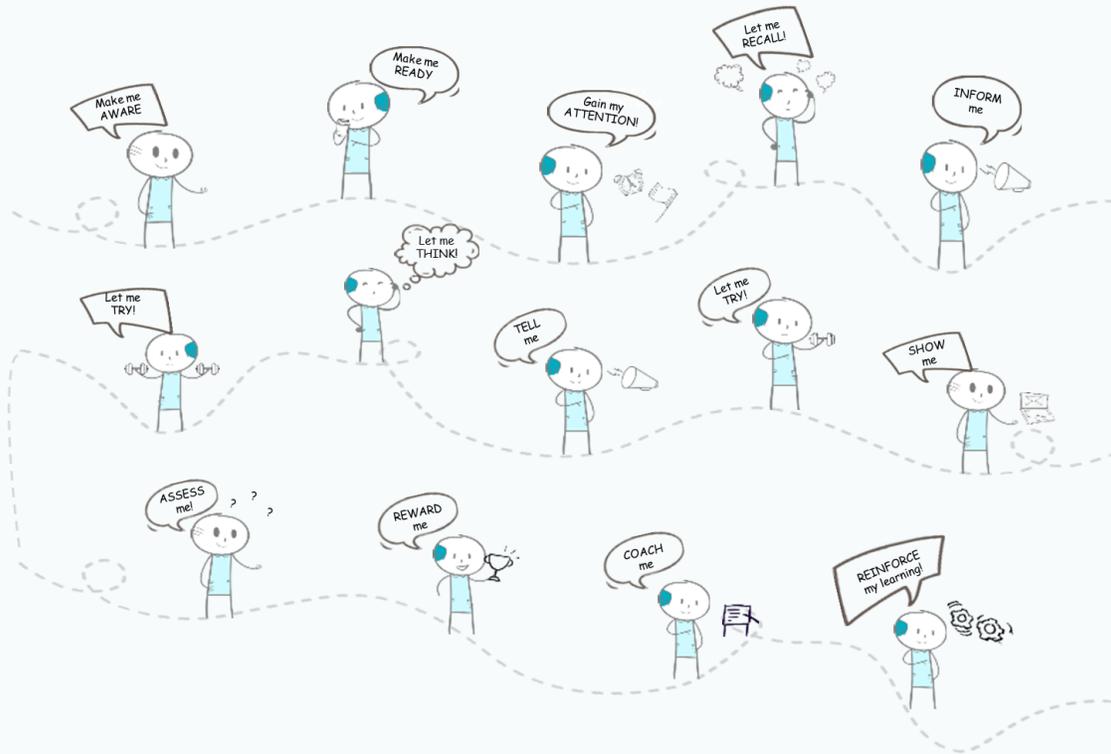


Improve your ability to effectively communicate with executives

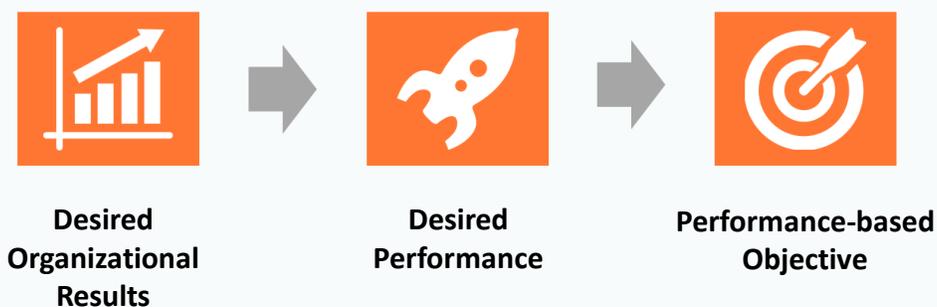
- Don't demonstrate the features of L&D.
- Verbalize the outcomes in terms of our audience (stakeholders).
- Focus on the 'why' (how learners will benefit) and NOT on the 'what' (the technology).

High-Impact, Continual Learning

Learning is a process and offering our learners continual learning opportunities along the journey will help them beat the forgetting curve.



And irrespective of the format, for training to be effective, it has to be aligned with the business objectives. Cascading learning objectives from the desired organizational results and employee performance will ensure the training program will improve performance – helping learners solve problems, overcome challenges, or enhance their knowledge, skills, and attitude.



How can we Facilitate Continual Learning?

There are a variety of training formats at our disposal that can be used to offer learners a blended journey that starts even before training (prepping them for the training) and extends after formal training (in the form of performance support job-aids).

FORMATS FOR LEARNING	
<p>Live Formats</p> <ul style="list-style-type: none"> ▪ Instructor-led (classroom) training ▪ On-the-Job training 	<p>Social Learning</p> <ul style="list-style-type: none"> ▪ Discussion boards ▪ Online forums
<p>Virtual Collaboration/Synchronous</p> <ul style="list-style-type: none"> ▪ Live eLearning classes ▪ E-mentoring 	<p>Virtual Collaboration/Asynchronous</p> <ul style="list-style-type: none"> ▪ Email ▪ Bulletin boards ▪ Online communities
<p>Self-Paced Learning</p> <ul style="list-style-type: none"> ▪ Web learning modules ▪ Simulations, scenarios ▪ Video 	<p>Performance Support Systems (EPSS)</p> <ul style="list-style-type: none"> ▪ Job-aids, how-to videos ▪ Mobile applications ▪ Performance/decision support tools

Digital Assets that can be Used in a Blend

Various microlearning assets can be used in the learning blend.



How can we Deliver High-Impact Learning?

Strategy	What it is	Where it can be used
Guided Learning	Uses characters/avatars to accompany learners through an online course, letting them take their own decisions.	<ul style="list-style-type: none"> ▪ Sales training ▪ Software training ▪ Process training ▪ Performance management training
Scenario-based Learning (Problem-based Learning)	Puts learners in situations where they learn by doing tasks or taking decisions. It helps build critical-thinking skills, and apply the knowledge gained directly on the job.	<ul style="list-style-type: none"> ▪ Compliance training ▪ Policies/legal training ▪ Sales training ▪ Code of conduct training ▪ Behavioral training
Learning through Exploration And Discovery (LEAD)	Provides learners the flexibility to discover and assimilate knowledge by interacting with the learning environment.	<ul style="list-style-type: none"> ▪ New employee orientation ▪ Safety training ▪ Product training ▪ Site training
Game-based Learning	Uses game elements to facilitate effective knowledge transfer, build an emotional connection, elicit responses from learners, foster competition, and help retain knowledge longer.	<ul style="list-style-type: none"> ▪ Information training ▪ Code of conduct training ▪ Sales/Product training
Simulations	Provides learners a safe environment that mirrors the actual system to help them practice using the system/product without any repercussions.	<ul style="list-style-type: none"> ▪ ERP/Software training ▪ Product training ▪ Safety training

Virtual Instructor-led Training (VILT)

What do you think about VILTs? Are they here to stay?

- Yes, definitely!
- Not sure
- No, they are a passing fad!

VILTs have emerged as a boon during the pandemic and their usage will only increase as they offer learners the benefit of direct human interaction, minus the logistics associated with the brick and mortar classroom.

What VILT is NOT

VILT ≠ Webinar

VILT ≠ Taking an ILT and conducting it using a conferencing facility



The 2 Pillars of the Virtual Classroom

For virtual classrooms to be effective, 2 elements have to be planned for, designed, and delivered with due diligence – content and technology (the platform)

1. Content

Whether you are using existing content or building a new VILT program from scratch, here are some instructional materials you need to have:

- Facilitator guides
- Participant guides and handouts
- Reference material
- An introductory ‘Getting Started’ webinar with hands-on practice

2. Technology

The choice of the technology platform will dictate the kind of collaboration activities you can have.

Microsoft Teams	Cisco Webex	Adobe Connect	Vedamo	WizIQ
Google Classroom	Skype	Zoom	Miro	Microsoft Lync

Decisions to be Taken

Getting started with VILT will need careful planning and brainstorming with all involved stakeholders to answer these 3 questions.

1. Format

- Should you go in for a blended curriculum?
- Should you focus on only ILT to VILT?

2. Content

- Should the ILT content be expanded or condensed?
- How much of the existing content will need to be updated or reworked?

3. Activities

- What modalities do you want to use for activities (Polls? Chat? Annotation? Workbook activities?)
- How will you share breakout room instructions?
- What kind of polls will you sent up?

Best Practices

- Scope your conversion project to organize the ILT content into appropriate chunks for eLearning or VILT.
- Consider whether content can be consolidated/repurposed as job aids or reference material.
- Conduct a pilot test to get inputs for enhancing the materials and activities.
- Look for a vendor with a background in ILT and VILT.

4 Rs of Rapid eLearning Conversion

Dynamic external factors, changing internal processes, unprecedented situations all pose one challenge to L&D pros – offering engaging, effective training at the speed of business.

This calls for the rapid design and delivery of eLearning courses. Whether it is converting classroom training material to eLearning, making legacy courses mobile-compatible, helping minimize the involvement of subject matter experts (SMEs), and more – these 4 conversion strategies – the 4 Rs – will answer all your needs.

Record

Republish

Rebuild

Redesign

#Record to Save SME Time

One of the biggest roadblocks to "quick" eLearning development is the non-availability of the SME. However, their contribution is critical for high-impact eLearning development.

Make the most of their limited time with the Record strategy – that'll minimize SME touchpoints during the eLearning design and development process.

Step 1	The SME puts together a 'quick and dirty' PowerPoint deck (that forms the base for the storyboard) with relevant and current content.
Step 2	The SME records the explanation for each slide (highlighting important points) on their mobile phone or any audio recording app/software.
Step 3	The ID team works on the PPT deck to enhance it instructionally, transcribes audio into the narration script, and finalizes it after editing.
Step 4	The SME reviews the narration script and the improved PPT (storyboard).
Step 5	The development team develops the final eLearning course with audio.

#Republish for Mobile Compatibility

If you have legacy courses that are not compatible with mobile devices – developed using obsolete software (such as Flash) or older versions of authoring tools, go with the Republish strategy!

The Republish strategy is an absolute winner if you want to:

- Upgrade to a newer version of a rapid eLearning tool
- Revamp the look and feel of the legacy courses
- Make courses compatible with mobile devices
- Translate eLearning courses for a global reach

#Rebuild for Microlearning

If you want to reconfigure your lengthy eLearning courses into curriculums or microlearning nuggets – easily consumable chunks of information – and offer personalized learning experiences, go for the **Rebuild** strategy!

Rebuilding benefits both the learners and your organization as microlearning courses:

- Are engaging and easy to assimilate
- Can be accessed on the devices learners prefer
- Offer the flexibility to learn anytime, anywhere, on demand
- Can be used in multiple ways: to prepare learners for formal training, as standalone training, or as refreshers and performance support
- Are quick to develop, easy to update, and economical

#Redesign for Blended Learning

If you want to get over the challenges of in-person classroom training – high cost of logistics (travel, trainers, venue), non-availability of trainers, gathering learners and instructors in one place at the scheduled time – go for the **Redesign** strategy.

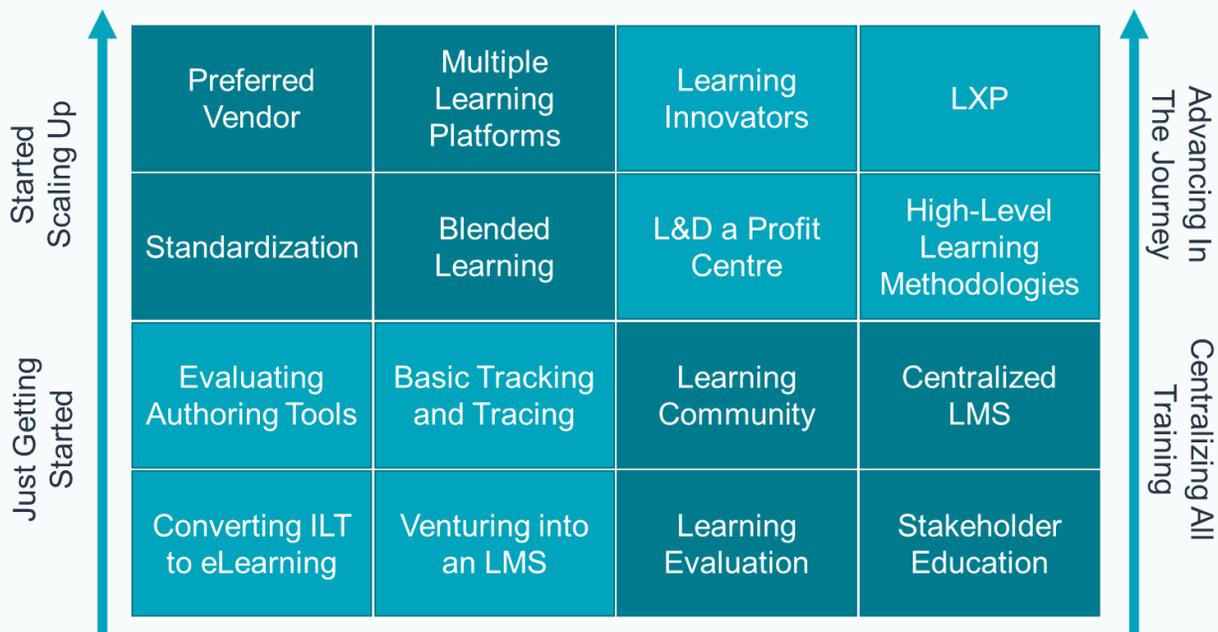
You can leverage the Redesign strategy to migrate from:

- Classroom training to asynchronous online training (eLearning, microlearning, mobile learning)
- Classroom to virtual instructor-led training (VILT)
- Classroom to blended learning
- Repurpose classroom training material to electronic performance support solutions

- Save SME time using the **Record** strategy
- **Republish** legacy courses using latest versions of rapid authoring tools
- **Rebuild** bulky curriculums into microlearning
- **Redesign** classroom training material to online training

Integrating Learning Resources with an LXP

Where are You in Your Learning Journey?



As you advance along the journey, having an LXP is a good idea to give learners autonomy over their learning and to consolidate the resources you would have across multiple sites.

An LXP is a content aggregator with the main focus on the experience of learners.

An LXP can bring together content from different courses such as:

- An off-the-shelf content library
- LMS
- Intranet
- SharePoint portal
- Collaborative platforms such as MS Teams

Contrasting the LXP, LMS, and LCMS

The LMS (Learning Management System) can host learning resources, with a focus on tracking learner progress and generating reports.

An LCMS (Learning Content Management System) helps facilitators, subject matter experts, and trainers create content, publish, and share content – with version control. The focus is on content creation, just-in-time.

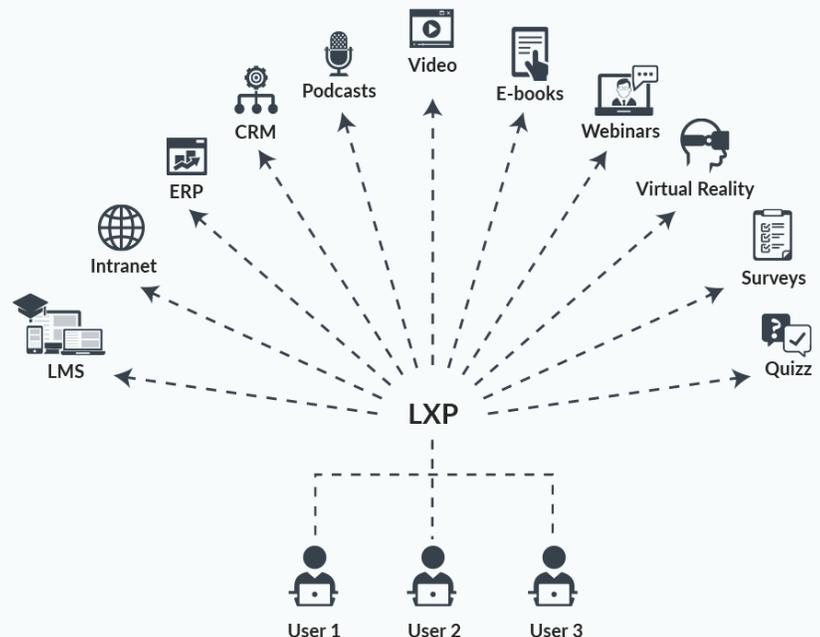
More about an LXP

Powered by Machine Learning and Artificial Intelligence, an LXP makes each learner the architect of their learning journey, builds individual learning paths, and offers truly personalized learning by bringing up learning resources based on preferences, skills to be developed, past choices, and more.

This integration also helps learners avoid the hassle of logging to each individual site and looking for resources.

LXPs:

- Offer content with recommendations based on ML and AI
- Can curate and host any form of content
- Offer personalized, automated learning paths that lead to logical outcomes
- Support social learning



Conclusion

Looking Forward to the Transformation of the L&D Team

There they are..... 5 trends adopted by high-performing organizations you should be adopting to become an impact-maker.

1. Build a brand for your L&D team and transition from taking orders to making an impact by focusing on measurable results.
2. Offer continual learning opportunities that make translate into on-the-job application and improved performance by building a learning blend.
3. Provide learners the human interaction of the classroom minus the logistic headaches by shifting to virtual classrooms.
4. Ace every requirement when you are shifting from the classroom to online training by adopting the 4 Rs.
5. Make learners the architects of their learning journey by offering them integrated access to learning resources via an LXP.

These trends will help:

Learners	Organizations
<ul style="list-style-type: none">▪ Improved performance▪ Faster application of learning back on the job▪ Clear development paths	<ul style="list-style-type: none">▪ High-performing employees▪ Enhanced training ROI▪ Improved business results▪ Employee loyalty

Go into the new year equipped with these learning strategies!!

About Us

CommLab India is the most sought-after global leader for its rapid eLearning solutions. It has been ranked first among top providers of Rapid eLearning and Blended Learning Solutions for 2020 by eLearning Industry.

With our formidable authoring tools expertise and decades of experience in corporate training and instructional design, we offer rapid eLearning solutions for speed, scale, and value...with any authoring tool!

What we do:

1. Convert ILT material into instructionally sound, visually appealing, engaging eLearning curriculums, virtual sessions, and other digital learning formats.
2. Convert legacy courses developed in Flash or any other authoring tool to HTML5, even without the source files.
3. Translate English eLearning courses into 35 international languages – both text and audio.



#1
Rapid eLearning



#1
Blended Learning



#2
Microlearning



#5
Custom eLearning Provider

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