

The right tool for the job

- Cost effectiveness
- Consistency
- Flexibility
- Safe environment
- Relevance
- Evaluation

One of the biggest challenges facing organisations today is how to maximise knowledge and skills. With the range of training methods growing fast, how do you know when e-learning is the right tool for the right job? And what are the benefits of using e-learning as opposed to traditional classroom based training?

e-Learning can significantly improve the quality and effectiveness of an organisation's training in a number of areas.

Cost effectiveness

e-Learning can significantly reduce the cost associated with developing a learning solution. It can reduce the length of training programmes, replacing periods in a classroom with interactive online learning experiences. In addition to removing the associated travel and accommodation expenses, this can also increase productivity by minimising the time personnel spend out of the work environment.

Content can also be maintained and updated on a regular basis without the costs associated with having to re-print traditional training material.

Consistency

Reaching your learners with a consistent and cohesive message is important. e-Learning removes the dependence on trainers to deliver that message and the same techniques can be used to meet wider internal communication needs.

Flexibility

By empowering the learner to learn at their own pace, at a time and location that suits them, e-learning offers a learner-centred, individual experience. You could for example use an e-learning module to introduce your company to a new joiner, even before they have arrived, capturing initial motivation and giving them all the tools they need to be productive from day one.

Safe environment

e-Learning offers experiential learning simulations where users can practice how to use complex systems or handle difficult real world situations safely. For example, IT users can learn how to use a new software application without having to work in a live system and risk errors.

Relevance

By developing bespoke e-learning content that is directly and explicitly relevant you are more likely to engage the learner and sustain their interest. e-Learning provides the opportunity to use the tone and language of your organisation to make the learning experience relevant and attention-grabbing.

Evaluation

e-Learning offers a genuine step forward in our ability to measure and evaluate the impact of learning. Learners' performance can be monitored and assessed, the results of which can be fed into a database or Learning Management System to offer a fully integrated training process.

Many organisations now recognise these benefits. One example is T-Mobile, one of the largest mobile phone companies in the world, who used e-learning to support a major rollout of the SAP business enterprise application.

Created by Brightwave, the interactive e-learning modules included a range of simulations, presentations and visual explanations of complex processes to offer T-Mobile employees the opportunity to learn how to use the new system in the best way possible. Following the programme's success, e-learning has now become another regular training method for T-Mobile.

So when your challenge is to create a learning experience that needs to be effective in terms of cost, relevance, consistency, flexibility and evaluation, e-learning might just be the right tool for the right job.

Call us on 01273 827676 or email us at enquiries@brightwave.co.uk to find out more about our corporate learning solutions and how we can help your business.