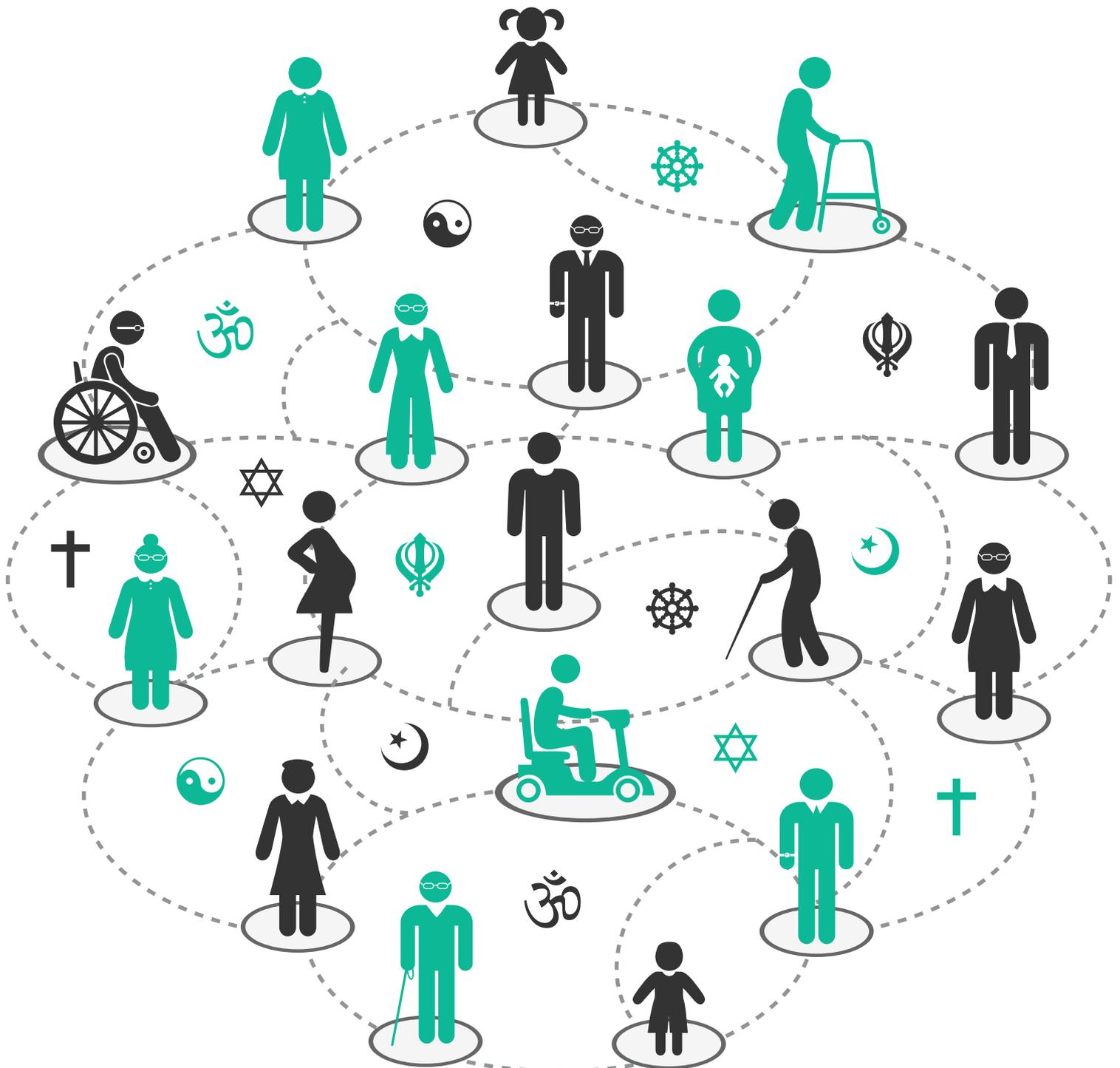# The Academy for
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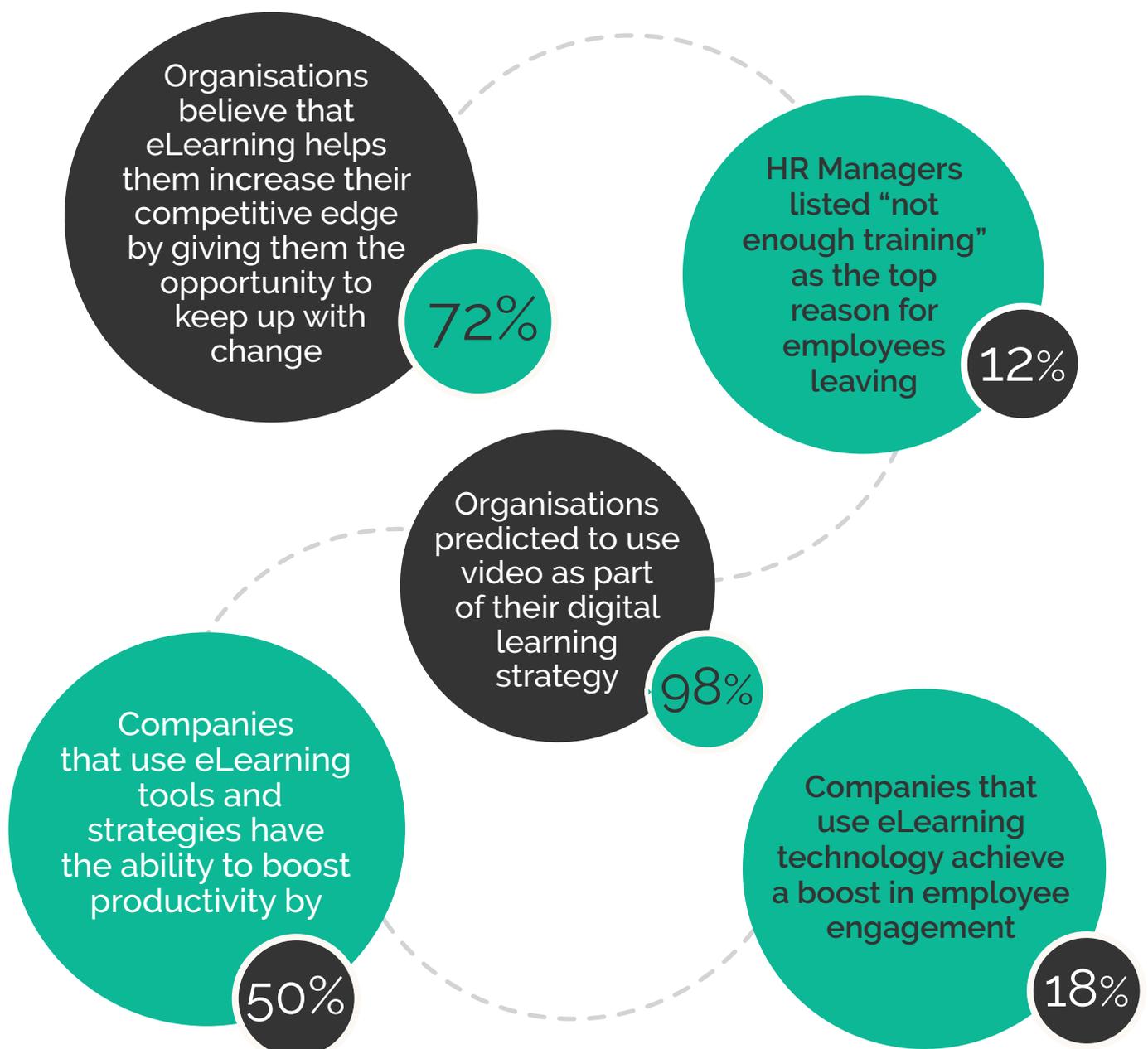
A Guide to eLearning

DIVERSITY

Introduction

> The learning landscape has changed dramatically in the past 20 or so years.

The way we interact, the way in which we retain information and how we prefer to learn has changed beyond all recognition since the dawn of the digital age.

Like so many other areas of our daily lives we have begun to realise just how powerful the right technology can be and how it can help us to become more productive.

Organisations believe that eLearning helps them increase their competitive edge by giving them the opportunity to keep up with change **72%**

HR Managers listed "not enough training" as the top reason for employees leaving **12%**

Organisations predicted to use video as part of their digital learning strategy **98%**

Companies that use eLearning tools and strategies have the ability to boost productivity by **50%**

Companies that use eLearning technology achieve a boost in employee engagement **18%**

What is eLearning?

Learning through eLearning typically requires 40-60% less employee time than learning the same material in a typical classroom setting

"The delivery of learning materials via electronic devices" is a popular definition, but perhaps more significant and more appropriate is that eLearning is about supporting learners with great learning content, whether that content is:

- Online/Offline
- Cross Platform
- Passive/Interactive
- Stand alone
- Part of a Blended delivery/Flipped Classroom

Companies that use eLearning technology achieve an 18% boost in employee engagement

1 eLearning is about providing your employees with engaging, high impact content that they can access anywhere, anytime and that really improves productivity across your organisation.

2 eLearning can range from a short educational video, a virtual classroom, a webinar or a complete Learning Management System (LMS) with course content that can be rolled out across your business – on a global stage if appropriate whilst helping you manage learners and course content.

3 If you want motivated learners, the content has to be:

- Relevant
- Engaging
- Interactive
- Well delivered
- Well supported
- Consistent

In short, they need a positive learning experience. We help you deliver this positive experience with a variety of learning resources and assets to support your Learning Programmes.

What will eLearning do for my business?

Providing eLearning as part of your overall training and development strategy has considerable benefits. Harnessing great design and innovative technology alongside the latest thinking from education experts is a powerful way to generate tangible results for you, your staff and your organisation.

1 Low delivery costs

2 No travel costs

3 Training will always be delivered consistently

4 Use at a time, place and pace to suit the learner

5 Learners get it wrong in private – so they try new things

6 Realistic training - Simulations & Video

7 Learners can practice continually

8 Demonstrate results to auditors via testing

eLearning increases retention rates **25-60%.** While retention rates for face to face training are much lower at **8-10%**

Cost Effective

Simple to use

Customisable

Accessible

Engaging
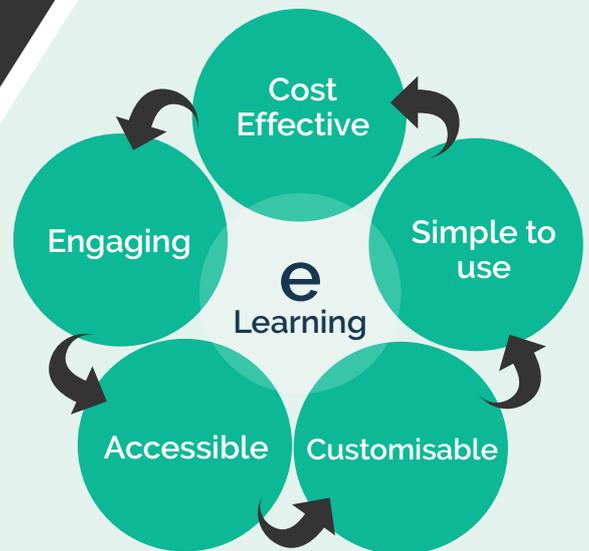
e Learning

Being able to access learning content in a way, at a time and a location suitable for each individual has become increasingly important.

Some areas to consider when introducing eLearning

You need to create great content if you want to engage your learners and we can certainly help you develop this content whatever path you choose, but you may also want to consider other key areas as input to your learning strategy.

Generic or Bespoke?

A key question when considering eLearning is whether to develop bespoke content or use generic or off-the-shelf eLearning. Bespoke development generally costs more initially but then usually has no ongoing fees unlike generic or off the shelf content where the Total Cost of Ownership (TCO) can be higher because of per user pricing, renewals etc.

Off the shelf content is pre-built and focuses on common business activities so is ready to use immediately but will be generic by its very nature. Bespoke content is much more tailored to your content, your culture and your audience and therefore will have more impact and may be more beneficial.

28.5%
of training hours were

delivered via online or computer based technologies
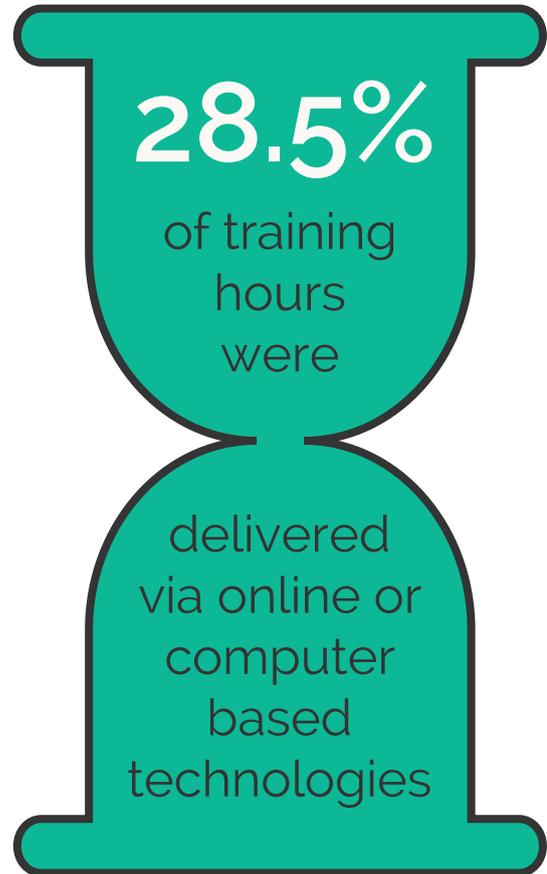
What about Blended learning?

This simply means combining different methods of learning – including non eLearning tools.

A typical blend might be an introductory classroom event or workshop followed up with some online self study, job aids and then continued assessment via eLearning quizzes. This is arguably the best approach to maximise results across your organisation.

How do I manage it?

Learning Management Systems (LMS), provide an infrastructure for managing learners and learning content.

These learning portals provide functions to handle course registrations, administration, tracking and reporting. They give learners access to eLearning courses and provide the ability to control access to learning content as well as assess how learners are performing.

Working together

Our team of experts can provide you with a range of learning solutions which will help you enhance your business and improve the learning experience for your employees. We have many years of experience in delivering market leading training and development to both UK and International businesses.
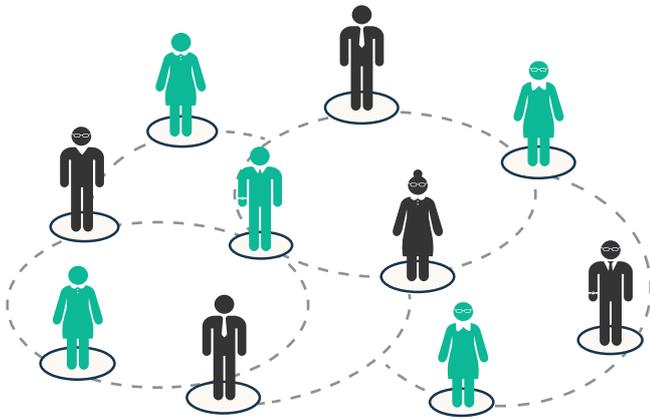
With eLearning, participants learn nearly 5 times more material without increasing time spent in training

5 X

We are happy to meet with your team to dicuss your training requirements and how we can use our expertise to deliver a solution which will optimise your budget and achieve real results.

Just some of the areas where our team can support your training needs include the following topics:

- Diversity & Inclusion
- Disability Awareness
- Mental Health
- Employee Engagement

Our team believe in working closely with our clients to ensure that you receive the learning solution that is right for you. We offer a wide range of eLearning Services to help you meet your learning and performance needs. Whether you just need extra capacity, specialised production such as video or animation for your existing eLearning delivery or are completely new to eLearning, we will provide the appropriate level of support to help you develop and deliver your eLearning content.

We offer a free strategic review which will help your business assess, plan and deliver a holistic approach to learning within your organisation. We will also share industry-leading hints, tips and advice to help maximise your learning investment.

Meet your eLearning Partners

Terry Simmons
Director
The Academy for Diversity

Terry Simmons is a founding director of the Academy for Diversity.

Terry has recognised the importance of helping businesses take a holistic approach to equality, diversity and inclusion and the Academy has been created as the vehicle for delivering this much needed help.

The academy provides businesses with a single point of contact that provides access to the resources, tools and knowledge required to become industry leaders with regards to Diversity.

Terry is a highly experienced learning and training professional who also heads up eLearning Plus, a specialist eLearning company helping create Smarter Companies through the delivery of effective learning content, tools and supporting technologies both nationally and internationally.

In addition, Terry heads up iDigital Content, an organisation that delivers interactive content for Sales and Marketing Communications that helps drive audience engagement for many Blue Chip organisations.

Terry has a passion for delivering innovative content and technology solutions that truly engage the viewer whatever the purpose.

His background working within both Corporate and SME organisations as well as Internationally gives him insight into how best to deliver pragmatic solutions that inspire and deliver tangible business results.

David Cohen
Director
The Academy for Diversity

David Cohen is a founding director of the Academy for Diversity.

David identified the need to simplify processes around training. He recognised that every business is unique and that one size doesn't fit all. The Academy for diversity enables employers to access the necessary training for their staff on a system that is bespoke to their needs.

David's career started in management accounts with experience in retail, manufacturing and insurance. It was here his desire to help businesses reach their full potential grew. He later moved into the family accountancy practice where he was able to support both small and large businesses in the development of their companies and workforce, helping them navigate HR, payroll and employment requirements. David has experience of working with a variety of businesses, incorporating a range of industries, this and his in depth knowledge of business development, accountancy, finance and HR means he has an excellent understanding of the complex environment and challenges businesses encounter when ensuring they are compliant with legal and regularity laws

David's 15 years' experience of supporting businesses has helped David create HR Simple Academy a one-stop shop for employers, with a system that provides everything an employer needs to ensure the development and safety of their employees and ensuring they are legally compliant when employing staff.