An overview of our approach

David Patterson & Gill Broadhead
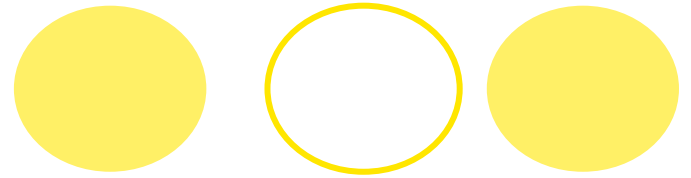
Learning Light

Over 5 years old – a pedigree based on

- Impartially promoting e-learning and learning technologies – we occupy a unique position in the sector

- Research led – we have in depth knowledge of the sector

- Proven approach

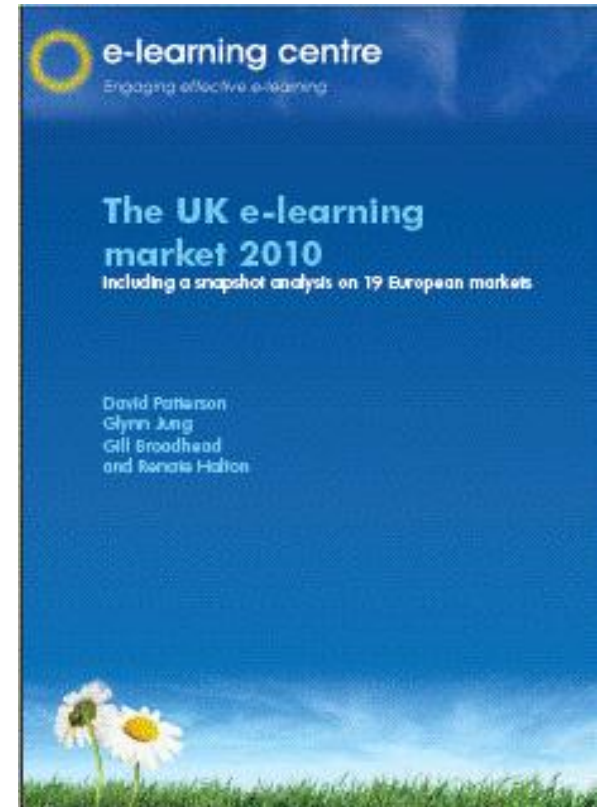![Learning Light — engaging. effective. e-learning.]

When it comes to an e-learning strategy

• We have expertise in embedding effective, engaging e-learning into organisations

• That means when e-learning is part of your training plan it will enhance employee performance and help achieve business goals

Research into the industry

- 3rd report on the state of the market
- 2007, 2009 and now 2010
- Our largest research base
- Our widest research base

e-learning centre
Engaging effective e-learning

The UK e-learning market 2010
Including a snapshot analysis on 19 European markets

David Patterson
Glynn Jung
Gill Broadhead
and Renata Halton

Our Projections for 2011

- Double digit growth in the market
  - **Adoption**
    - More companies will move away from ILT
    - Greater understanding of the benefits of e-learning
    - Better quality e-learning
  - **Utilisation**
    - Greater usage by learners – Social Learning and Mobile learning, Video, Hard to reach learners
    - Companies at 60% plus delivery not now unusual
  - **Colonisation**
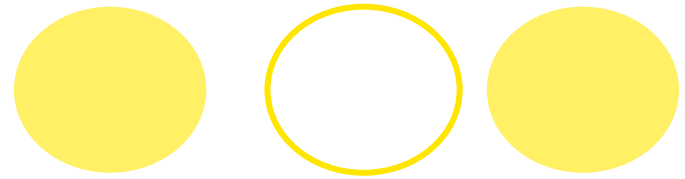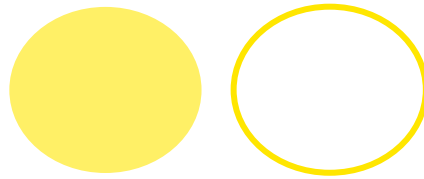   - Smart phones, Pads, Tablets and Readers, 3g and greater bandwidth

"e-learning is really about enabling new, more effective behaviours. It's about providing ever more beneficial ways of helping individuals and organisations acquire new skills and access knowledge". – Michael Allen.

Learning Light

engaging. effective. e-learning.

How e-learning is flowering
(Based Michael Allen's model)

e-learning　　　　**e-publishing**

Drills

Problem Solving exercises

Tutorials/courses

Scenarios

Webcasts Podcasts

e-bulletins

e-reference documents

Instructional Games & Simulations

E-publishing ibooks Kindle & ipads iPhone & Android

Mobile Learning
I-phones & Smart phones

APPS

Handheld Learning
DS & PSP

Virtual Classrooms VLE

Portable Learning
Net books and lap tops e-readers

(virtual learning environments)

EPSS (on line help)

Learning 2.0

World wide web

Blogs

Micro Blogging

Wiki's

Social Networking

Learning devices

e-assessment

Performance management

e-portfolio

Learning resources e-learning 2.0

LMS
(Learning management systems)

LCMS
(Learning content management systems)

Authoring and Development Tools

e-learning tools

- PEST/SWOT/Scorecard
- (Learning maturity – TNA – Competency mapping)
- Metrics matter
- Balance score card
  - RoI (return on investment)
  - IoB (Impact on business or client)
  - IoL (Impact on Learner)
  - IoL&D (Impact on L&D/Training Dept)

Development Strategy

- We want to understand your business
  - Where are you now, Where do you want to be ?
  - Employee skills, attitudes and behaviour?
  - How will you manage change?
  - How will you measure success?
- Migration and Development Strategy
- Road Map

- *Expeditious* time to market of new products and services

- *Rapid* implementation of new information systems and business processes

- Complete *compliance* with legal and regulatory requirements

- *Efficient* on-boarding of new hires in the organisation

Metrics to Align to
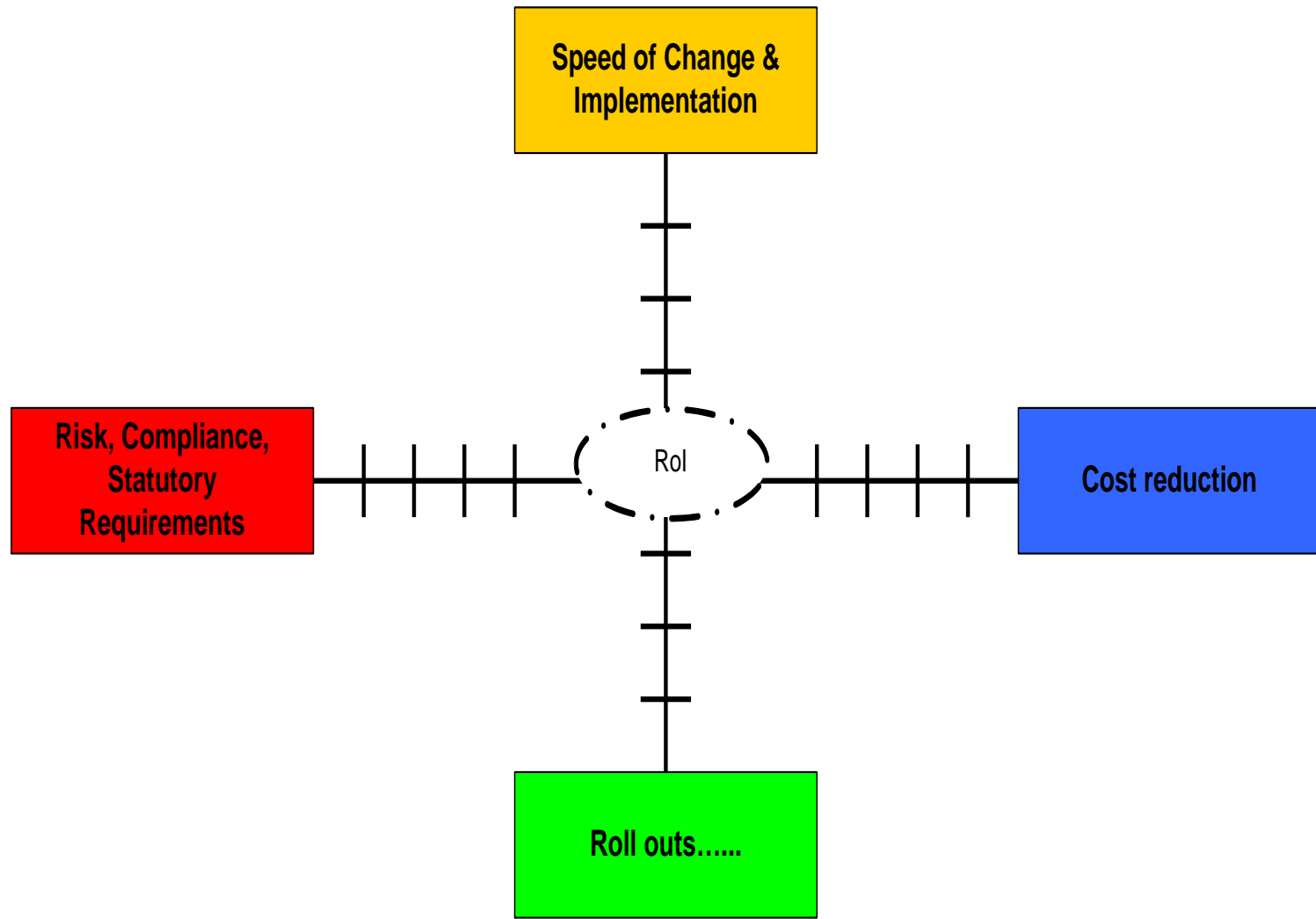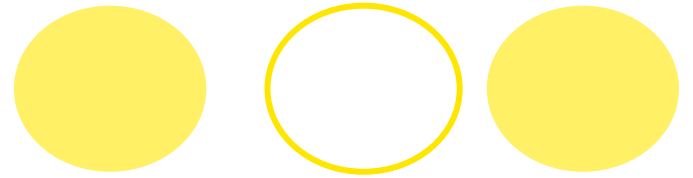
£,£,£

(evil bean counters!)

Compliance – manage risk...
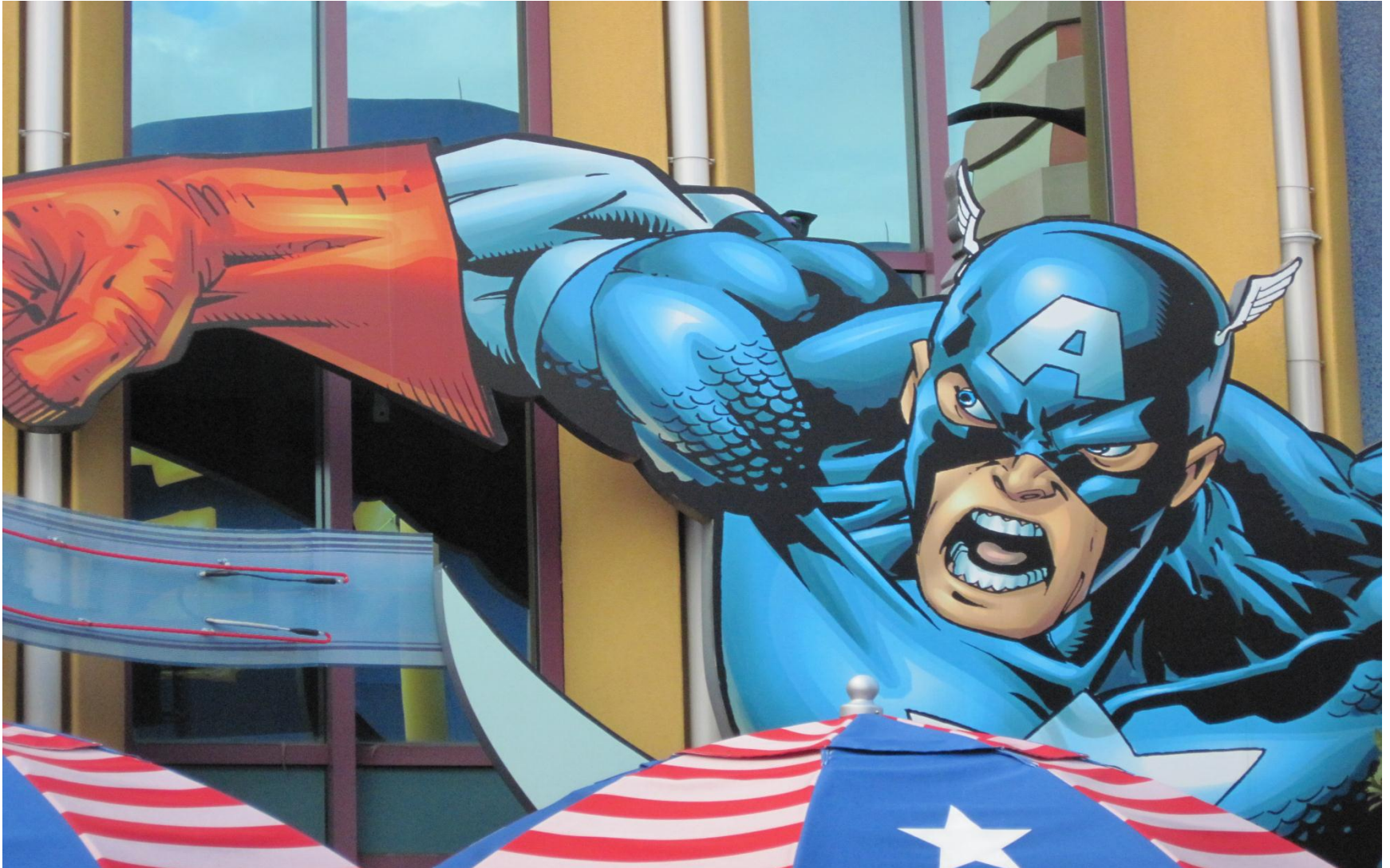
Improving Learner Performance Quickly
(health & safety Induction....!)

What e-learning works best at...

- *Integration* of a global workforce and creation of a strong business *culture*

- Enhanced *leadership* and generation of new business development

- Improved sales by developing a *knowledgeable* and effective sales force

- Effective *retention* of customers and suppliers through *training* in products and services

Metrics to Align for IOB
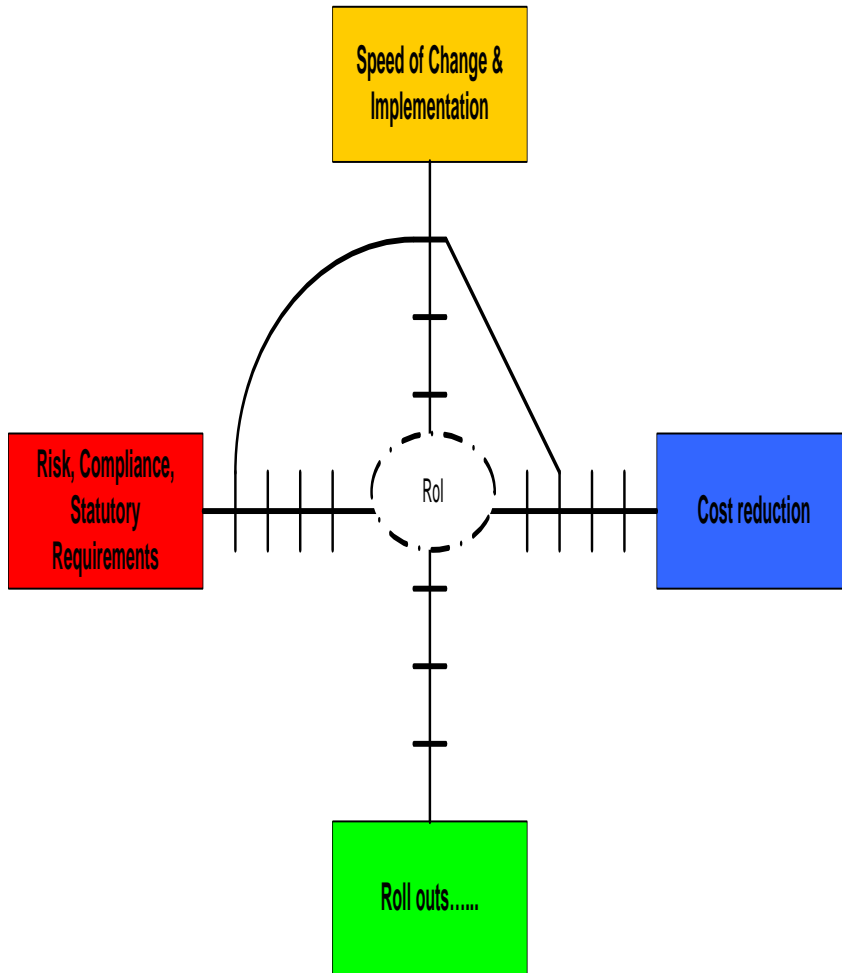
How to align:
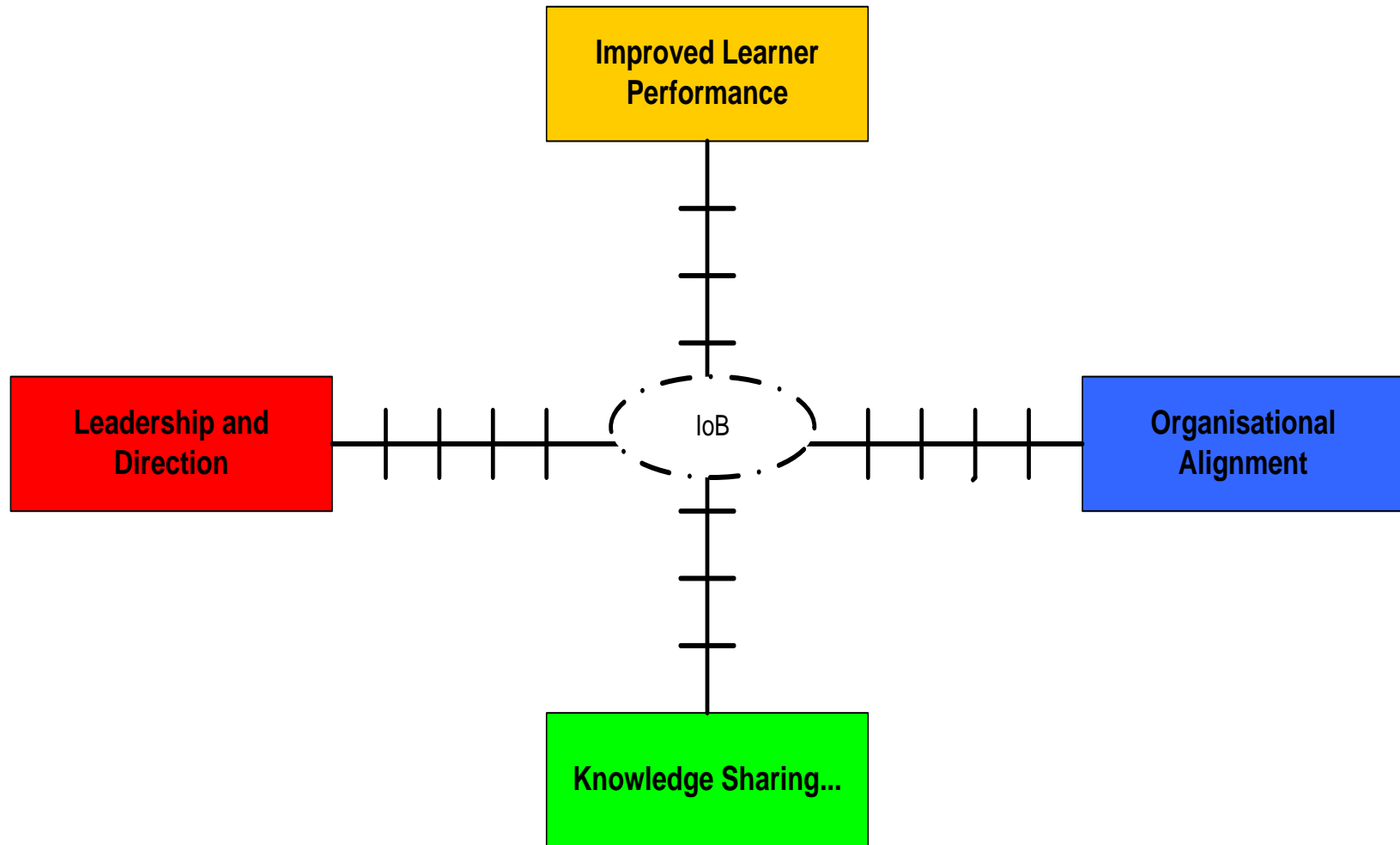
E-learning's Strategic Score Card

	People	Organisation	Customers	Financial
Strategic story line				
Metrics				

Alignment to e-learning

Speed of Change & Implementation

Risk, Compliance, Statutory Requirements

RoI

Cost reduction

Roll outs.......

- Compliance critical
- Time critical
- Cost saving

Formal, Informal & Social learning

Formal learning	**Informal & Social learning**

| **formal education** university programmes	**formal training** courses/ programmes	**informal training** job-embedded learning	**informal education** information, knowledge
structured instruction/info	structured instruction	semi-structured instr/information	unstructured information
course support collaborative learning Assigned instructional content Tracked,Recorded,Marked Certificated/Accredited		Short pieces of content ON DEMAND AT THE POINT OF NEED	Knowledge Nuggets: Blogs,videos etc Syndicated, Tagged & Shared – Social Media
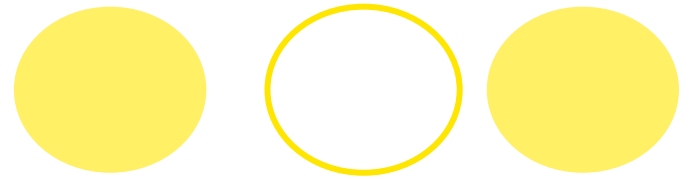
- Not so complicated
- Understand where e-learning works best
- Shape……to drivers 4 at most…..
- What is the prism……?
- Scorecard
- *Learning to performance…….*

- Costing functionality – objectives Vs treatments

- RoI

- IoB

- Enhancing the role of L&D

- Recognising the cost of people – Talent

Conflicting requirements

	No Reports	Tracking	Reporting	Measuring
Self record	☐ 2	☐ 4	☐ 5	☐ 6
Joint	☐ 2	☐ 3	☐ 4	☐ 5
Admin	☐ 1	☐ 2	☑ 3	☐ 4
No recording	☐ 1	☐ 1	☐ 2	☐ 3

Learner performance

Target ☐
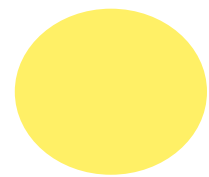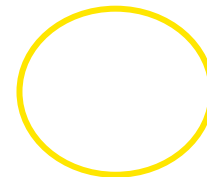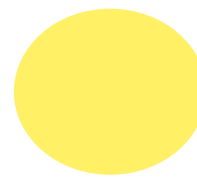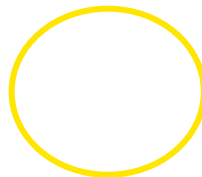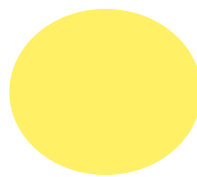
Assumptions			

General information

Number of courses per year	20
Number of days per course	1
Number of participants per year	150
Number of years the educational program will run	1
Average wages per year per learning program participant	£25,000.00

Traditional courses

Fee per participant – traditional courses	£100.00
Average travel costs per participant per traditional courses	£50.00
Subsistence (food and beverage) costs per participant per course – traditional courses	£10.00
Average hotel accommodation – costs per participants per year traditional courses	£75.00
Total costs of traditional program development per course	£1,000.00

E-learning courses

Total number of hours study during work – e-learning program	160.00
e-learning program license (per user / per year)	£20.00
e-learning platform hosting (per year)	£5,000.00
Total costs of e-learning module development	£25,000.00
Portal Development	£3,000.00
Initial set up cost	£5,000.00
Purchase of LMS, LCMS, e-assessment	£75,000.00

1st Year Costs

Cost of Traditional Training

Total Man Days Training	3,000
Daily Salary Cost of Training	£17,045.45
Cost of Training	£300,000.00
Support Costs	£225,060.00
Training Development	£20,000.00
Total Cost of Traditional Training	£562,105.45
Man Day Training Day Cost Per User	**£187.37**

Cost of e-learning

Total Man Day Training	3000
e-learning program license	£3,000.00
e-learning platform hosting	£5,000.00
Set up cost	£8,000.00
e-learning development per course	£25,000.00
Purchase of System	£75,000.00
Total Cost elearning	£116,000.00
Man Day Training Day Cost Per User	**£38.67**

Useful metrics for balance scorecard

Learning Light
engaging. effective. e-learning.

Financial	*Business*
£ Budget Recovery – ROI **£ Efficiency (cost per learner hour consumed)** **% of L & D Spend**	**% of staff receiving training in given time period…** **Increase in Time to Proficiency** **% of knowledge increase – pre and post testing** **Accreditations and certifications in Business critical subjects?**
L & D	*People*
Quality rating – User reaction **Productivity (consumed hours/L& D effort hours)** **Number of learning hours available & increase over previous year** **Increase in learning hours consumed**	**Learner engagement score** **PDP/CDP Completion levels** **% of activities attended** **Staff turnover levels – pre-post**

David Patterson

david.patterson@learninglight.com

0114 223 2442

Gill Broadhead

gillian.broadhead@learninglight.com

0114 223 2443

www.e-learningcentre.co.uk