



**SCOUT
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Bring your training to life online

Understand the software, support options and key elements of instructional design to successfully deliver online training.

In this guide

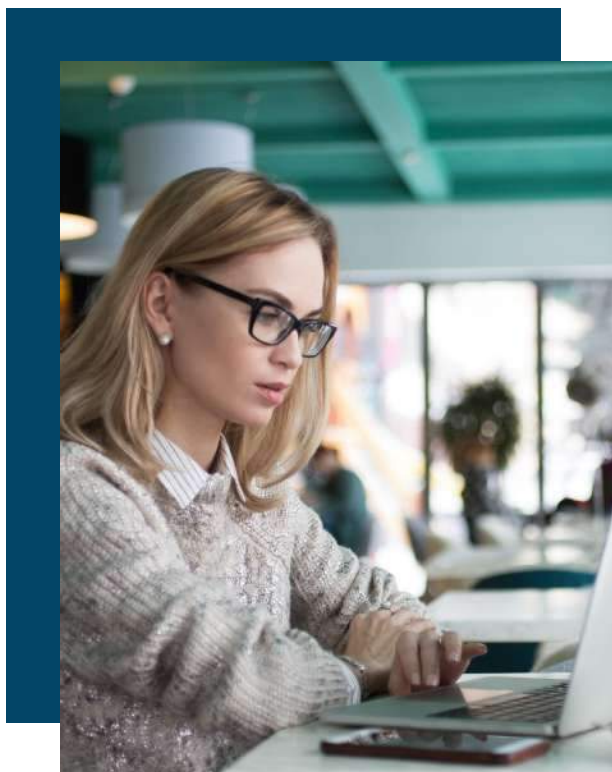
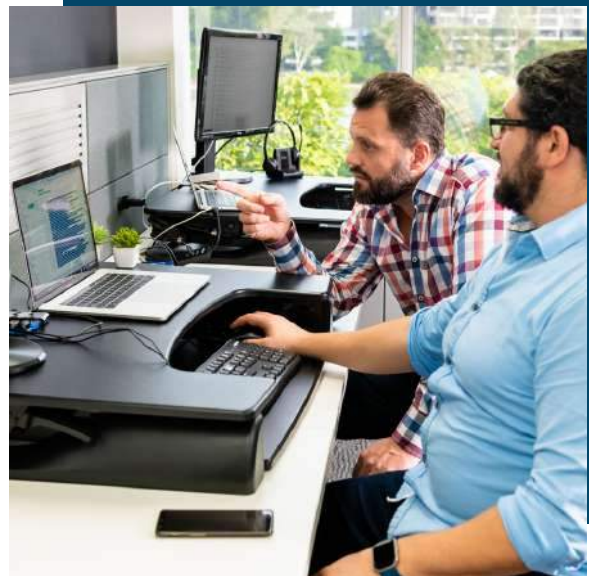
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Introduction

Online learning has transformed the way we deliver employee training. PowerPoint presentations and investing hours coordinating face-to-face training and Zoom meetings won't give you a competitive edge. Unlike in-person training, it's a self-paced, easily-accessible experience for users. It's a time and cost-effective way for you to keep learners up-to-date on important information, is easily trackable and keeps your training consistent.

While it may not completely replace your organisation's face-to-face training, it's an incredibly powerful, cost-effective approach to improve learning outcomes and create a memorable, interactive experience for your learners.

If you're ready to bring your training to life online and create engaging content for your learners, where should you start? Building effective online learning can be an exciting job, but it's not always easy. Often talent leaders and L&D professionals find themselves working by themselves with limited resources and it can feel like an overwhelming task. But it doesn't have to be.



There are a number of software and support options, whether you want to be more hands on and create training, or collaborate with a learning specialist or instructional designer.

This guide contains the foundational knowledge you need to bring your training to life online, including choosing software, understanding the key elements of instructional design and the support options available.

You may be surprised to find building online training isn't as difficult as you might think. Knowing the fundamentals will ensure your success.

What matters is producing results for your organisation and learners.

Invest in great software

Bringing your training to life online starts with choosing the right software. Depending on your requirements, you may want to build training yourself. You'll also need a platform to deliver training to your learners and track results.

If you want to build training yourself, the right software makes this process simple and easy. **eLearning software** is a tool to help you build your training and bring it to life digitally.

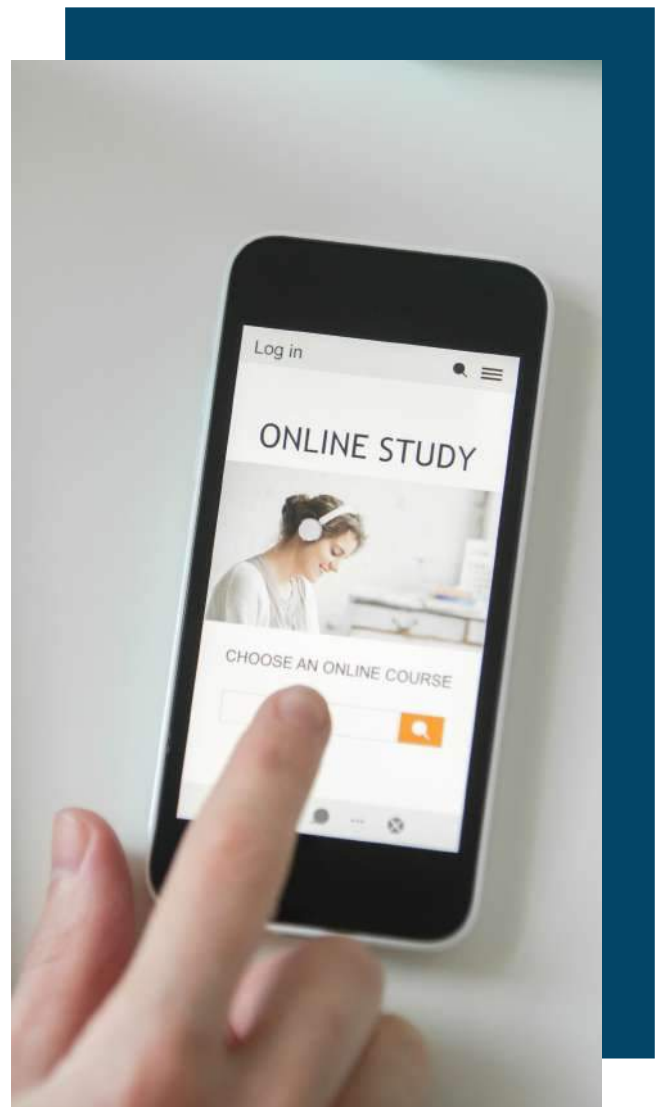
When you're delivering L&D for your organisation, it's more than a matter of putting your learning material online and telling employees to use it. Unless you get support with this work, you'll need to create the content, send it to your learners, track completion and gain buy-in around the content. This is where a Learning Management System (LMS) comes in.

Your Learning Management System is the platform where your training lives for you to deliver it to your learners and track results.

eLearning software

Luckily, you don't need a team of people and programming skills to bring your training to life online. Today, eLearning software is simple enough for anyone to pick up. eLearning software empowers anyone to build great learning without programming skills.

Note: *Your training materials can only be updated and edited in the eLearning tool in which it was created. If you choose to consult an instructional designer to build a course, they can assist you in making these changes, and pricing is typically dependent on the extent of your required changes.*



eLearning software:

A tool to help you build your training and bring it to life digitally.

Learning Management System:

The platform that contains your online learning materials, making it easy for learners to access it when and where they need it.

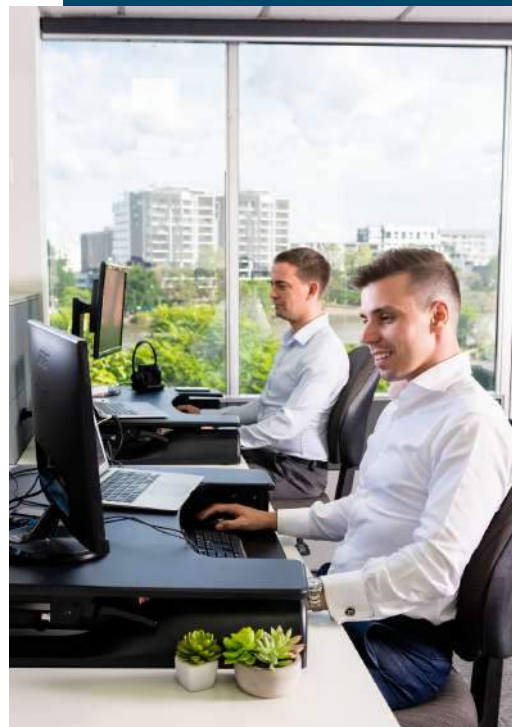
Generally, there are two types of eLearning software: form-based or freeform authoring.

Form-based eLearning software

Building training from scratch can be tough, as you would need to design the interface, layouts and colours, as well as facilitate navigation and interactivity. This requires programming and visual design expertise.

Form-based eLearning software solves this challenge, as it contains pre-determined templates and takes care of most of this work for you. Certain tools allow you to publish text, documents, and other visual elements such as photos and video.

Because these tools provide very specific frameworks to deliver specific interaction, you may need more than the framework provides. Freeform eLearning software provides more design control.



Freeform eLearning software

Freeform eLearning software provides more flexibility and customisation than form-based eLearning software. It allows you to build your training starting from scratch with a blank template. You can add whatever you want, where you want it and determine how your learners interact with it.

So, while form-based eLearning tools allow you to build training quickly, the frameworks can come with some limitations. On the other hand, freeform doesn't have the same constraints but requires more time investment in production and design, and you need to know how to use the tool.

So which one should you choose?

Choose form-based software if you're just getting started with online learning, as it's easy to use and the frameworks allow you to get your training online quickly. Choose freeform eLearning software if you want more control and freedom in creating your training, and you're willing to invest time to learn how to use the tool properly.

Learning Management System (LMS)

Your Learning Management System (LMS) is the online platform you'll use to distribute, document, track, report and automate your online training.

The function of your LMS will depend on your organisation's learning objectives and desired outcomes. Use it to upload, share and track your training initiatives, and make it easy for your learners to access.

Depending on your LMS provider, you may be able to access a range of "off-the-shelf" training on a range of topics.

Now you understand the ways to bring your training to life online by investing in great software, and the different types of software available, let's explore the key elements of instructional design.

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Scout Learning provides you with access to more than 70,000 high-calibre professionally developed training resources.

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Understand the key elements of instructional design

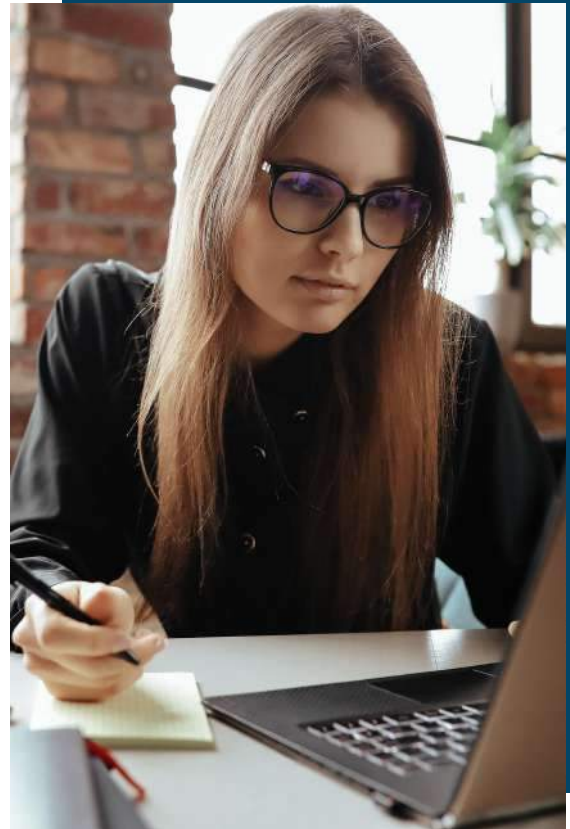
Instructional design is a process of building engaging, interactive learning to meet the needs of your learners and improve learning outcomes.

Instructional design improves engagement. Why focus on learner engagement? If you're prioritising learning to reach your organisation's goals sooner, engagement helps your users retain what they've learned.

The three essential areas of instructional design include: content, visual design and application.

Content

Depending on the type of learning content you need to deliver, you may build content yourself, source generic off-the-shelf content or secure a subject-matter expert. Ensure you're including content that is relevant and appropriate by being clear about your goals and objectives.



Induction training

For many organisations, induction courses are highly personalised. You may like to build and manage this training internally instead of outsourcing or using off-the-shelf learning content.

Custom and off-the-shelf training

For other types of training, you may like to contextualise training or use off-the-shelf training. Off-the-shelf content is beneficial to offer training on general subjects that require common competencies across different organisations and industries. For example, leadership and negotiation.

Contextualising training can make the learning experience more engaging and meaningful for your team. Instead of presenting them with generic scenarios that may or may not be relevant, contextualised training shares common scenarios they will experience on a daily basis. For example, instead of sharing generic customer service scenarios with learners, you can share the most common scenarios your customer service representatives face in the context of your organisation.

Determine your learning objectives to decide what content you need to offer. Ask the following:

1. What do your users need to learn?
2. Who needs to learn it?
3. What do users need before they start?

As you define your users' learning pathways, your learning objectives will become clear.

Visual design

Online learning is visual! Creating a visual experience is a great way to contextualise learning, particularly using your branding, colours and imagery. Ensure it aligns with your learning content.

Without properly considering the visual design elements in your course, you may include elements that are confusing, inappropriate, or not user-friendly. If your users experience online learning that is unprofessional or difficult to use, they may disregard it and it will be a struggle to keep them engaged and motivated.



While this guide is not about design, here are a few basic design tips to keep in mind when creating a visual learning experience.

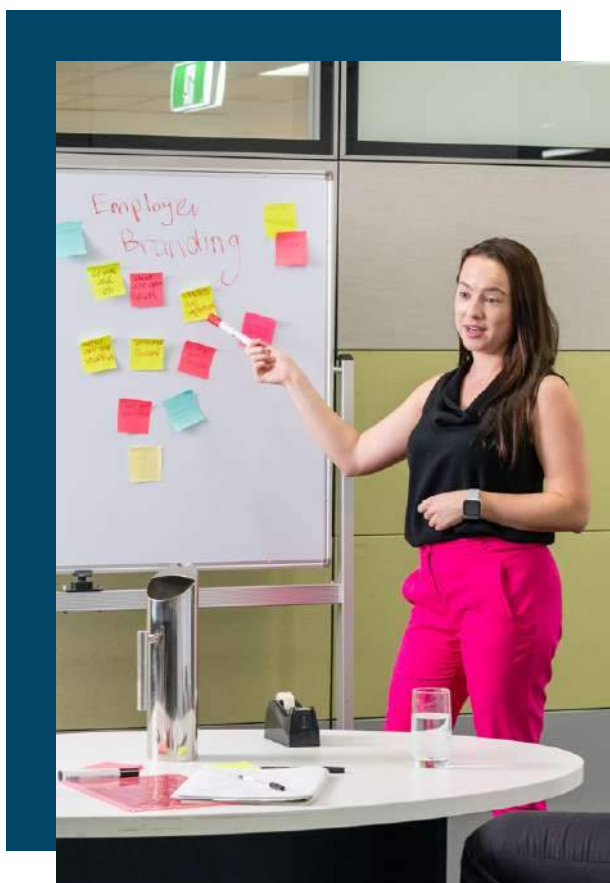
Colours and imagery

Your learning content will have a background. So choose colours, design elements and images that have a visual connection to your brand and content. Choose colours that naturally associate with your content, for example, red backgrounds for fire warden training.

Choose images that align with your other design elements. You can also incorporate shapes and icons to convey the right feeling for your course.

Fonts

Use fonts in line with your organisation's brand guidelines. Alternatively, if you don't have a set of brand guidelines handy, limit your font choices to two at a maximum, using one for titles and headings, and another for your body text.



User interface (UI) elements

UI elements include anything that guides your learners' experience. They may be distinct, they may be part of your existing eLearning tool framework, or they can be highly customised. For example, you may like to create your own buttons for users to click, instead of the buttons in your eLearning software.

While there are many elements involved in visual design, hopefully these basic tips will start you in the right direction. Create a list of what users need to see to make the best decisions about what your course should look like.

Application

The final concept of instructional design includes application. How will your users apply what they have learned? Learner engagement is a critical component of reaching your organisation's learning goals.

Clear, actionable objectives throughout your course with relevant activities allow your learners to put what they learn into practice. Interactive elements are the best way to create an engaging, memorable learning experience.

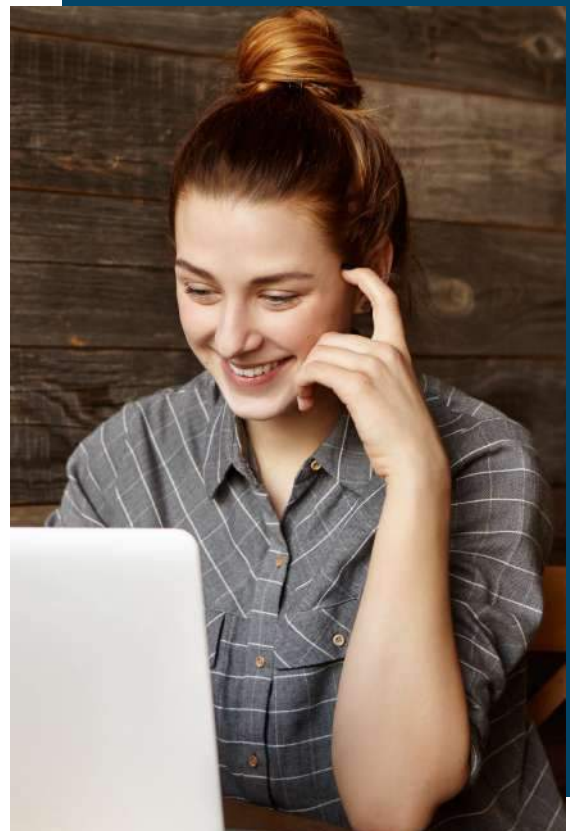
Interactive elements and on-screen activity shouldn't exist for the sake of it. They should serve a purpose. No amount of on-screen clicking will improve learning engagement and retention if it's unnecessary or frustrating. Create meaningful interactivity by offering relevant content, creating the right framework for your content.

Provide learners with all the information they need, while prompting them to interact with the content in a more meaningful, engaged way.

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Encourage your learners to interact with your course content and take action. This enables them to better retain information, instead of passively consuming information.

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Support options

When getting started bringing your training to life online, there are different support options available. Generally, there are three types of support options. You can collaborate with an instructional designer to build training, get support from your LMS provider and/or engage a subject-matter expert.

Instructional designer

Instructional designers will complete your courses' design and do the heavy lifting for you, while allowing you to maintain control and oversight. An instructional designer contextualises and develops your organisation's training, based on your existing materials and needs. They work with you to create timeline, provide any answers to questions you may have and provide recommendations for how to evaluate learning outcomes.

An instructional designer doesn't always produce their own training materials; rather, they develop learning pathways based on your existing materials and needs ensuring the training program is contextualised to your organisation. Online training can also be delivered consistently as needed, without extensive recurring costs.

This allows you to retain more control in a more cost-effective way. They partner with you to understand and help you reach your training goals.

Subject-matter expert

Some organisations choose to engage an external trainer, who are niche in their expertise. They product tailored training materials; however, they can be expensive to consult. If they deliver face-to-face training, it also means paying their fees time and again every time you require their services. Having an internal trainer on the payroll can be just as costly.

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An instructional designer contextualises and develops your organisation's training, based on your existing materials and needs.”

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An instructional designer builds training based on your existing content.

A subject-matter expert is niche in their expertise and produces training materials for you.

A subject-matter expert may deliver learning materials in a variety of ways, such as videos, PDFs, policies and presentation documents. For example, you may engaged a fire warden to deliver fire warden training specific to your organisation.

Lean on a subject matter expert when you need to deliver training and don't have the expertise. An expert should be able to further contextualise your training so it's relevant and tailored to your organisation.

LMS provider

Your LMS provider will help you implement and launch your LMS, and ensure you're getting the most use out of your system. They will understand your problems and give you strategic advice about how to achieve your goals. They'll look at more than just the technical side of things and will work to see the bigger picture of how your Learning Management System (LMS) fits into your wider business objectives. This includes improving learning outcomes and engagement throughout your organisation, from new starters and temporary employees/contractors, to long-standing team members.



Final thoughts

Online learning has changed the way we work for the better and is here to stay. It's fast becoming one of the greatest advantages in gaining and maintaining a competitive edge. It's the best way to support your team by allowing them to learn through a self-paced, easily accessible experience.

In bringing your training to life online, there are many options available to you with respect to software, support and design options.

In terms of software, you can build training yourself using eLearning tools and house it in your Learning Management System (LMS).

You no longer need technical skills to build training. eLearning tools make it easier than ever for people to build training themselves. If you choose to go down this path, understanding the key elements of instructional design will ensure your training is a success. Contextualising your training using your branding, colours and imagery is a great way to create a memorable, interactive experience for your learners.

In terms of support options, there are also plenty of options for you to choose from. Instructional designers help you contextualise your existing training materials and publish your courses quickly and easier. Subject-matter experts can provide niche expertise when you need to rely on external knowledge. Your LMS provider can assist you implement your system and ensure it aligns with your strategic goals.

Bringing your training to life online doesn't have to be difficult or time consuming! Choose the right software and support, and understand the key elements of instructional design to make your training successful.



Talk to Scout Talent about tailoring a learning solution to meet your requirements. Scout Talent has a range of options to choose from, including:

- **Scout Learning** – an LMS to assign and track your L&D.
- **Scout Learning library** – a course library with 70,000+ resources from over 90 content providers.
- **Scout Learning Services** – instructional designers who offer managed implementations, course creation and premium support.

Scout Talent is flexible in tailoring solutions because all of our content (both in the Scout Learning Library and training created by Scout Learning Service Specialists) is SCORM compliant.

“SCORM”, or Shareable Content Object Reference Model, is a set of technical standards for eLearning software products.

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About Scout Talent

Scout Talent is a recruitment and talent software and service organisation with more than 20 years' industry experience and locations in Brisbane, Melbourne, Sydney, Vancouver and Auckland. Our software and services are delivered by recruiters for internal recruitment and talent teams. Find out more at www.scouttalent.com.au

About the authors



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Jennifer is the **Learning Services Team Leader** for Scout Talent Group. She is an experienced Learning and Development Coordinator with a demonstrated history of working in the sales recruitment and training industry. Jennifer has spent her professional career developing herself as an effective and efficient learning specialist, transitioning from a focus on sales recruitment, onboarding and training to successfully partnering with clients to implement learning management software solutions, all the while developing her capabilities as an instructional designer. She loves collaborating to deliver learning solutions and creating impactful, engaging e-learning courses on behalf of her clients.



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Holly is a **Learning Services Specialist** for Scout Talent Group. She has a background in team management and practical training in the hospitality industry. With a passion for workplace learning and training, and tertiary qualifications in behavioural science and human resources, she has provided learning solutions to a vast range of industries. She loves supporting clients and her goal is to help people achieve their career goals by providing workplace learning solutions. She enjoys investing her energy working with clients to create engaging, customised eLearning.

Contact the Scout Talent team today about our LMS, Scout Learning. Call us on 866-474-3140 or email hello@scouttalent.ca