

Developing a Training Strategy to Enable Virtual Learning Content

Virtual learning content enablement (LCE) is the process through which information is disseminated across, within, and beyond the organization to a variety of potential audiences.

With today's advances in technology, virtual delivery of training (or virtual learning) creates a pathway for companies to disseminate information to a large number of employees across a wide geography. However, the learning needs of many companies extend beyond their own personnel to include a range of individuals related to the parent organization. These audiences have taken on increasingly important roles in overarching learning and development objectives as companies seek to upskill and educate new employees, acquired employees, external partners, and their customers and clients.

As many learners continue to interact with companies via electronic means, organizations need to be prepared to provide learners information through a variety of channels and methodologies. While virtual learning content enablement (LCE) for onboarding purposes often takes the form of organizational socialization (e.g., assimilating and communicating information to

newcomers internal and external to the organization), the nature of LCE can encompass a range of purposes.

There are four audiences (or channels) for which LCE is frequently used:

- New employee onboarding
- Merger and acquisition “inboarding” of recently acquired employees
- Contractor/channel partner onboarding
- Customer education on products and/or services

Additionally, there are multiple overlapping content areas where LCE is utilized across these four audiences. As shown in the learning content enablement model, aspects of the organization, an individual's job responsibilities, standard processes and procedures, and product/service information all play a part across information consumers (see Figure 1).

Figure 1. Learning Content Enablement Model

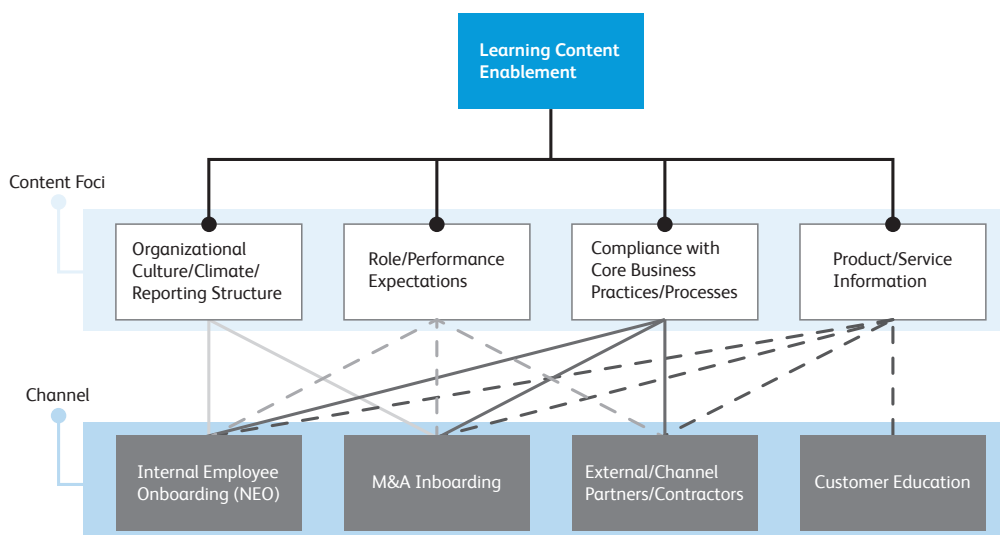
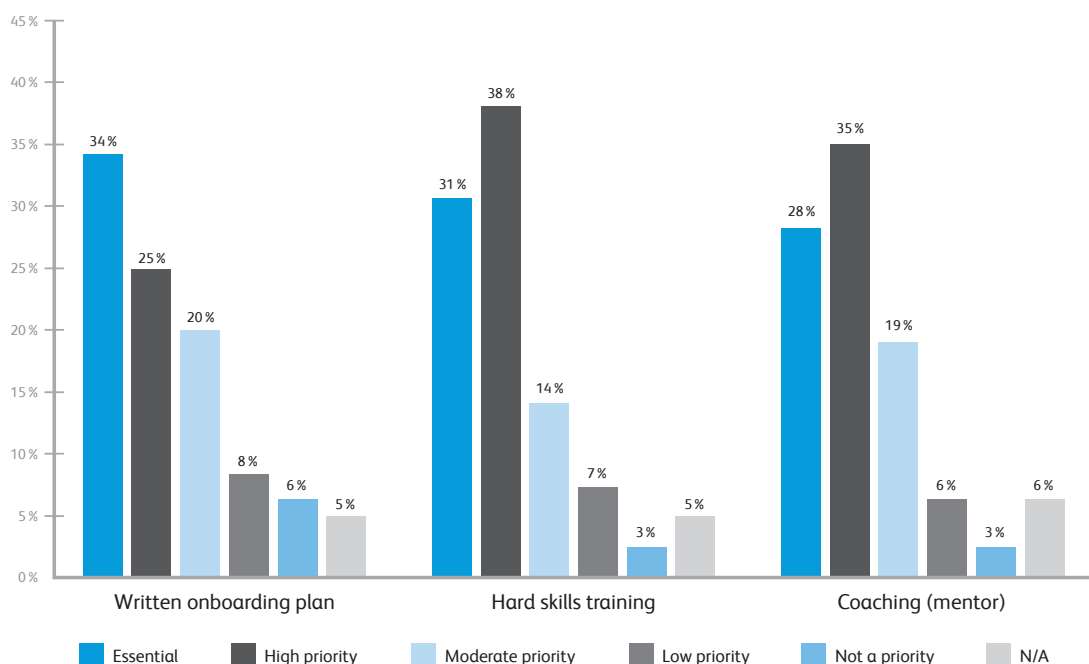


Figure 2. Onboarding Priorities in Virtual Learning



Creating a training blueprint

For companies seeking to deliver virtual learning content to drive employee engagement, effectiveness, and consistency of content across the organization, there are several steps companies can take to ensure a successful adoption (see Figure 2).

Best Practice

While we are able to use a variety of delivery methods, the most important thing is to determine which method is most appropriate for the objectives.

Develop a formal onboarding plan

Having a clearly documented onboarding strategy is a necessary step to ensure learning objectives are properly aligned with business goals. The plan should take into account and anticipate the challenges inherent in online media and potential strategies to overcome any issues that may arise.

Ensure the technology is easy to use

Companies need to ensure that the interface to retrieve content is easy to access and user friendly. Technical skills

training should be provided for more complex systems, in order to close or reduce any skills gaps between individuals and the minimum level of proficiency required to navigate the virtual LCE learner experience.

Provide coaching sessions with a mentor

Target audiences should be provided with resources for coaching them and providing support to ensure positive learning outcomes, whether formal or informal and whether via an assigned mentor or management. Coaching can help reinforce learned skills and increase adoption rates.

Delivering 21st century training

Although enabling learning content for newcomers to a company is nothing new, the techniques of modern organizations can appear very different compared to what was standard practice as recently as a decade ago, giving rise to questions about what constitutes effective onboarding and customer education on 21st century virtual platforms. By developing an onboarding strategy, organizations can effectively prepare to meet the needs of the modern learner.

For more information, read the full research report on [“Enabling Virtual Learning Content for Employees, Partners and Customers.”](#)