

# Enabling Virtual Learning Content for Employees

## Most companies onboard newly hired employees, but orientation programs are not all created equal.

Technology has transformed how organizations share information with their workforce. As companies grow and add new employees, virtual learning content enablement (LCE) can enhance the speed and ease for transmitting information across the organization.

Onboarding new employees is the most common use case of enabling virtual learning content in companies. There are a number of similarities in the content and purpose of orienting both new and acquired employees, as these audiences often need the same information to socialize them into the larger organization.

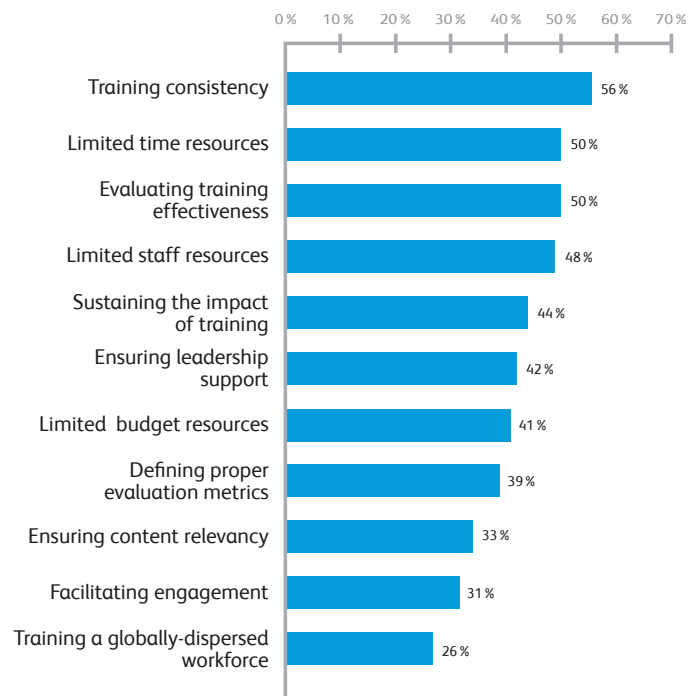
Most companies onboard newly hired employees, but orientation programs are not all created equal. While onboarding or inboarding programs can potentially last up to six months, 41 percent of companies report that LCE programs typically last for one month or shorter.

Additionally, there are a variety of courses that companies cover when orienting new employees, including an introduction to the organizational culture and structure, role definition, compliance requirements and core job tasks. Onboarding and inboarding programs often deliver similar topic areas since both audiences typically require the same information.

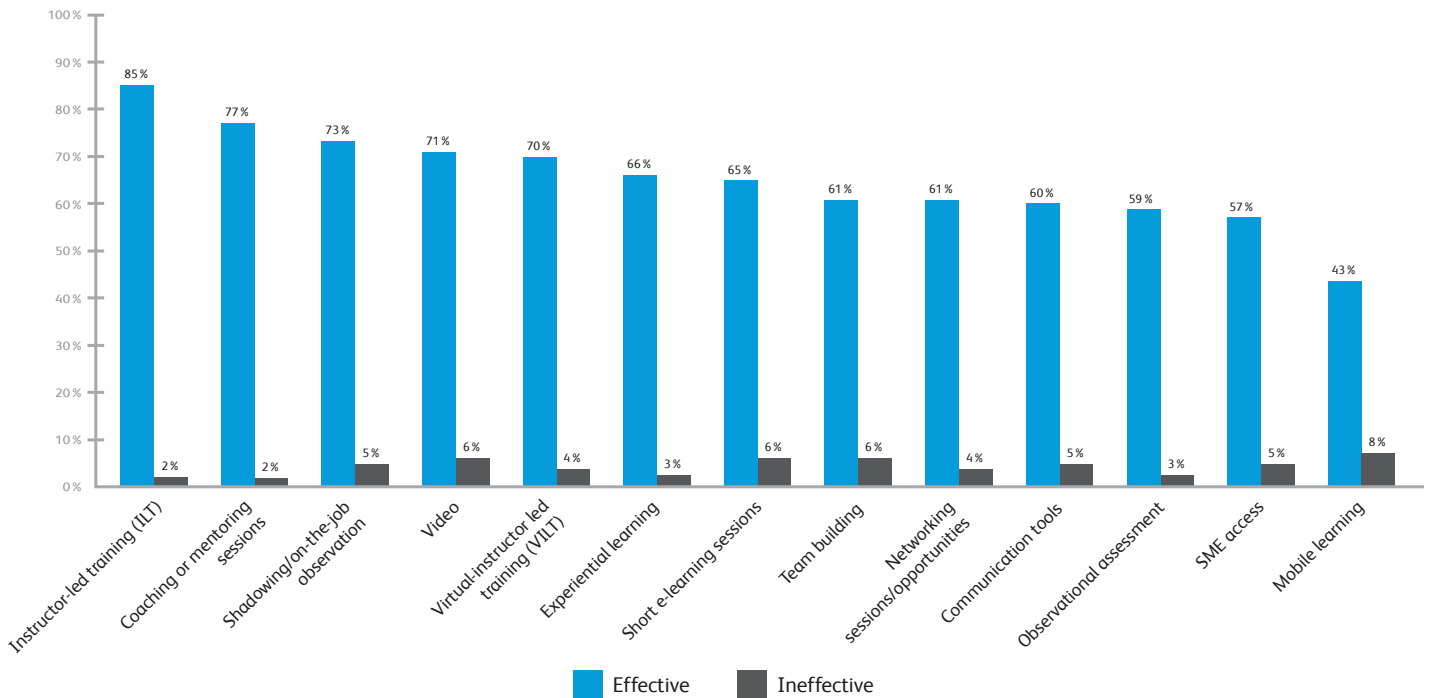
Unfortunately, onboarding programs are not immune to problems. The most common challenges to effective onboarding programs are consistency in training delivery, time limitations, and an adequate evaluative feedback loop (see Figure 1).

Just as not all onboarding programs are created equal, not all functions within a company may place the same value on LCE. According to the research findings, onboarding was rated as most important to customer service, sales, information technology, and human resource functions. That said, there are no departments where onboarding was deemed to be unimportant.

**Figure 1. Challenges to Onboarding**



**Figure 2. Onboarding Delivery Method Effectiveness**



### Onboarding delivery effectiveness

While most uses of the word “onboarding” conjure images of a classroom-style orientation complete with “ice breaker” activities and so on, the truth is that many onboarding programs rely on a blend of many delivery modalities to socialize new employees. Instructor-led onboarding sessions were used by 69 percent of companies, although online modalities such as e-learning, video and virtual instructor-led programs are used roughly half the time.

### Best Practice

**Virtual learning technologies must be easy to use to ensure a positive user experience.**

When it comes to the most effective method of onboarding employees, in-person approaches received the highest levels of endorsement—namely, instructor-led classroom training and coaching/mentoring sessions. However, this doesn’t necessarily imply that virtual modalities are ineffective. Video, virtual instructor-led training and e-learning sessions were all found to be effective at least two-thirds of the time. It is notable that technology-enabled methods did not receive a higher proportion of ineffective ratings. (See Figure 2.)

When selecting delivery methods for a training program, organizations should consider a blend of modalities to effectively reach a target audience.

With the rollout of any LCE effort, delivering content through multiple media platforms and channels appears to be the growing norm. Regardless of the audience, many organizations offer several means through which individuals can access information, with 50 percent of companies using between three and six different delivery methods simultaneously.

As technology continues to evolve, organizations need to keep up or risk being left behind. Meeting the needs of today’s workforce requires organizations to quickly adapt to new technologies to remain competitive in an ever-evolving business landscape.

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