5 Cost-Saving Tips for Creating Highly Effective eLearning

By Heidi Strangberg

Dynamic Training Resources

Use these 5 tips to save time, money, and stress.

My team and I have developed hundreds of custom e-learning programs, and we've seen it all. There are steps you can take to avoid budget-busting e-learning development mistakes. Online training is a powerful and efficient way to educate your employees. Use these tips to ensure you and your team have the best experience during the process of bringing your course to life.

Start with approved content

If you start with a "let's-just-get-it-done-and-make-changes-later." attitude you are setting yourself up for costly revisions and timeline delays. It will also reflect poorly on your team when subject-matter experts discover inaccuracies, inconsistencies, or simply a jumbled mess. Training content that is organized, reviewed and approved is critical for your timeline and budget.
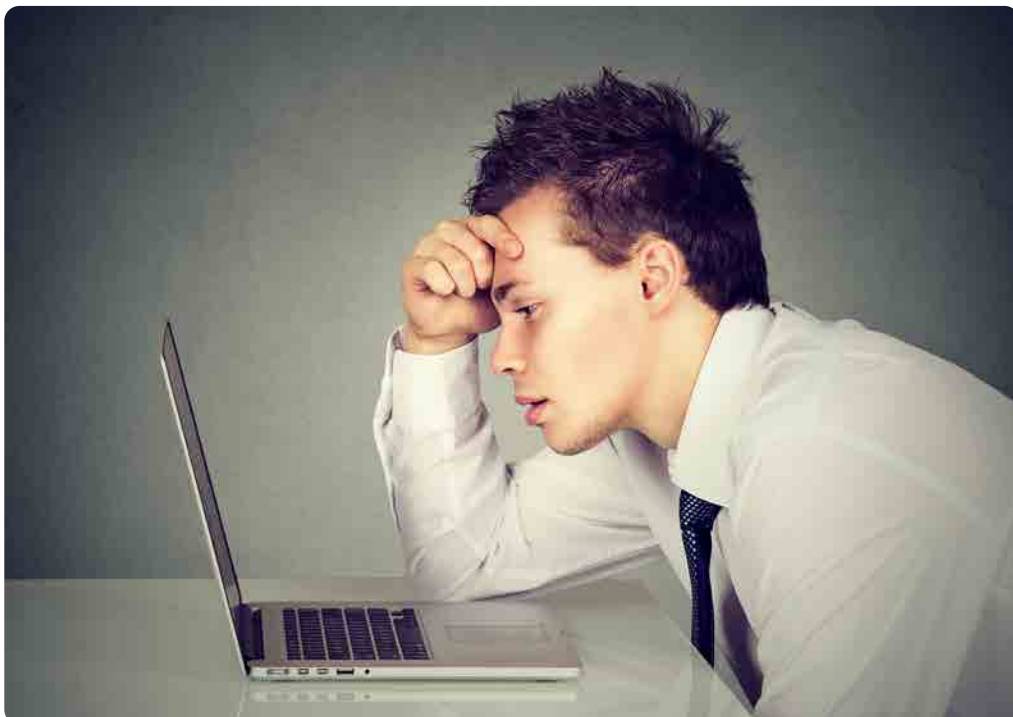
Use activities to teach

Paragraphs of text, even with audio voiceover, get boring FAST, and that content you worked so hard to develop and get approved will be completely tuned out. Fortunately, there are lots of ways to add interaction in e-learning.

For example, you could replace a list of sales techniques and lengthy explanations with a matching game. The learner gets immediate feedback for correct and incorrect answers, along with rationale to support their learning. Then the information is later tested during a knowledge check activity. We've developed hundreds of interesting activities that bring content to life.
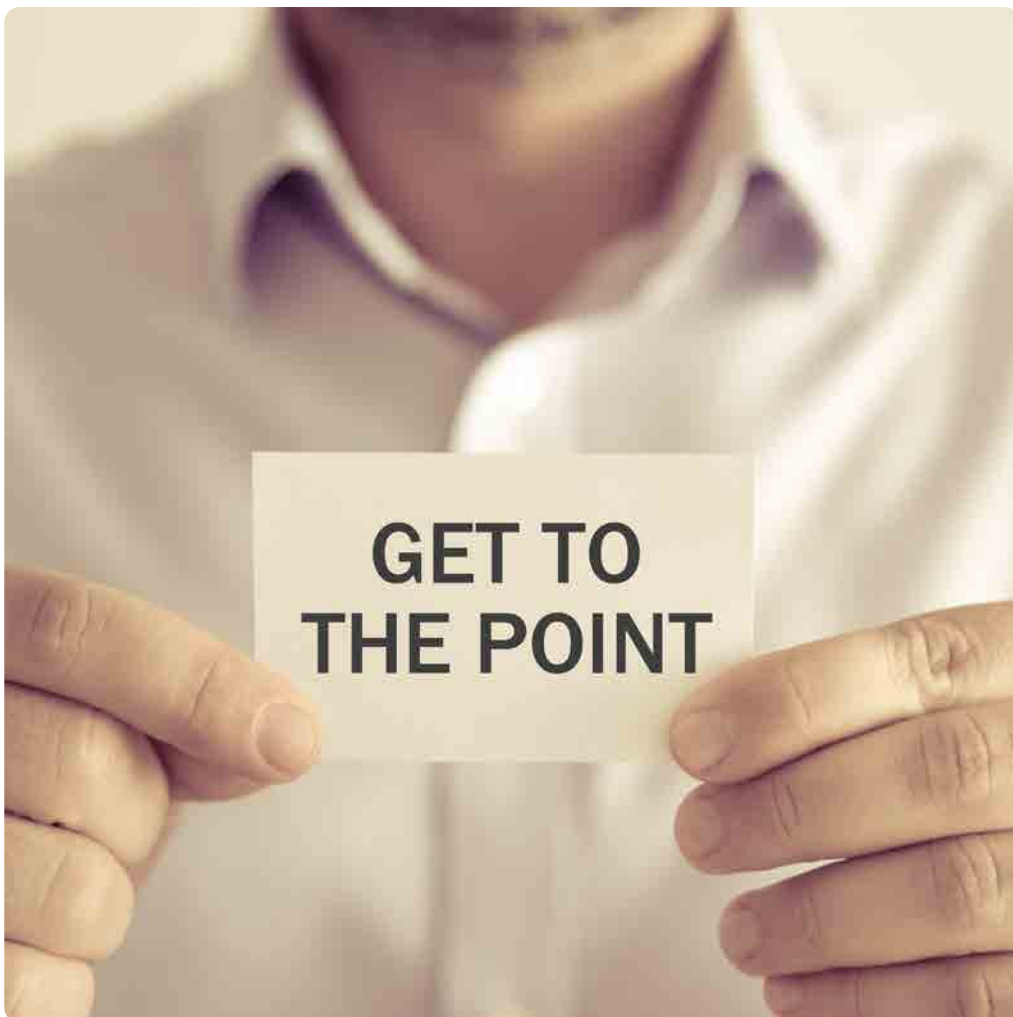
Get to the point

Verbose text and lingering audio clips can put your learners to sleep. Don't overly simplify your information, but be concise and stick strictly to course topics.

Supplementary material is fine, as long as it's kept separate from the core curriculum. You can give your analytical learners additional resources via links, PDFs, and more e-learning opportunities.

Don't overload your pages

Too much text, audio or graphics on a page can overwhelm e-learners.

Spread information on multiple pages, with no more than one topic per page.

Use headlines, bullet points and offer written transcript alongside audio clips to give your learners an experience that allows them to absorb the information.

Consider tech requirements

*Don't put more than 0.5 MB of text, audio, and graphics on any page to avoid loading issues, especially for those with lower bandwidth.

*Always consider your audience's computer platforms. For example, SWF files won't work on iOS devices, so iOS users won't be able to view Flash videos.

*Layout options for your course will be impacted if learners will be using tablets and smartphones.

*Test your courses on the platforms your learners will be using to fix technical issues before your program goes live.

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Ready to Make amazing e-Learning for your employees?

If you want more information about options that are perfect for your content, learners, budget and timeline, let's talk. You can also take one of our interactive courses for a test drive!

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