

The Real Value of Quality Content

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Questions to Think About

- **Are your learners enthusiastic about taking training?**
- **How much time do they spend in content vs LMS?**
- **What makes quality instruction?**



A Word About E-Learning Today

- **The biggest mistake companies are make today is that they assume anyone can create good content.**
- **The biggest mistake vendors are making is promising that anyone can create good content.**





What Does It Take?



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There Is No Substitute For Good Instructional Design

ADDIE

- **Analysis**
- **Design**
- **Development**
- **Implementation**
- **Evaluation**





Analysis



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Analysis

Often content developers do not spend enough time during the analysis phase. During this phase, they should be looking at performance data of the employees and business metrics to determine:

- **What problems can be solved through better training?**
- **How much are these problems costing the company?**
- **How long and how much will it cost to develop the training?**
- **How will the effectiveness be measured? (Planning Evaluation)**



Analysis With Analytics

Often training departments overlook the company data warehouse as a source of information.

Being able to measure the results of training via impact on the business is the ultimate proof of ROI.



Learning Management

Learning Management is not just about launching and tracking.

It is about determining what you need to teach, to whom and what the business impact will be.



Design



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People spend way too much time worrying about aesthetics and not enough about instruction.

- **How many click?**
- **Button color / location?**
- **Font size?**



Aesthetics and usability are important but ultimately it is the instruction that counts.

Remember, “doing” is always better than watching or answering a multiple choice question.



Example #1

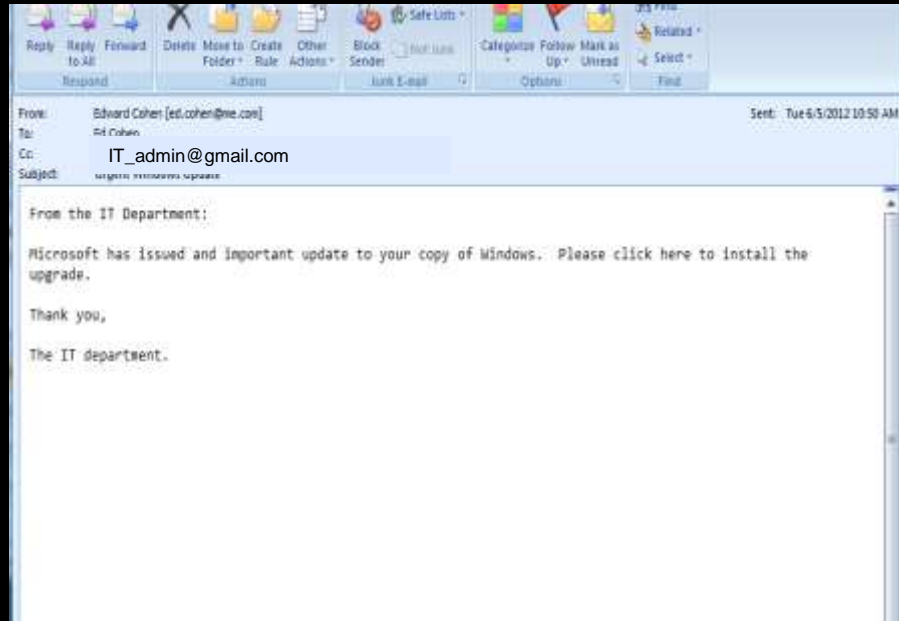
You just received an email that says it is from your IT department, however you cannot be sure. It contains a link that states it is a security update, what should you do?

1. Click on the link in the email.
2. Delete the email.
3. Forward the email to your IT department



Example #2

Read the following email then determine what to do with it by clicking on the appropriate button.



Two Examples

- **Example 1 does not actually test if the person can identify a fraudulent email. It only shows that they can recognize a correct answer.**
- **Both interactions are multiple choice.**
- **Both interaction take about the same amount of time to create.**



Interactions

If a picture is worth a 1000 words, then an interaction is worth 10,000 words.



Low Bandwidth, High Quality Instruction

Make a sentence!
Click the words you want,
then press ENTER.



The dog runs from the girl to the tree

over	from	to	the
 girl	 dog	 boy	 tree
 car	 cat	 rabbit	 house
runs	jumps	walks	carries

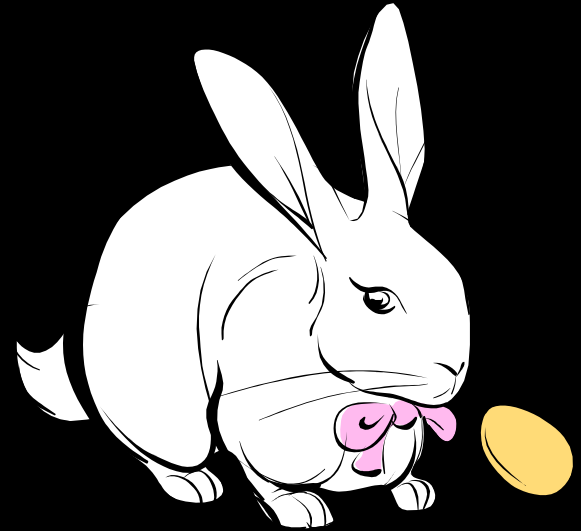
over	from	to	the
 girl	 dog	 boy	 tree
 car	 cat	 rabbit	 house
runs	jumps	walks	carries

Press F6 for HELP

Click The Rabbit To Continue!

Bad interactions come in all shapes and sizes.

- **Asking the student to perform pointless actions.**
- **Confusing navigation with knowledge.**
- **Using interactivity incorrectly**



Off The Shelf Content

Sometimes the most well written piece of off the shelf content is the course description.

- **Make sure the instruction is good!**
- **Bigger companies don't necessarily produce higher quality content.**
- **Just because it is there, doesn't mean someone will use it or benefit from it.**

What About “free” Content?

- **Not all free content is bad**
- **Not all of it is relevant**
- **None of it is really free**



Khan Academy

- **It is free**
- **It is academic**
- **It is not specific**
- **It is video**



KHAN
ACADEMY





Deployment



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Question

Which is more frustrating for a learner?

Taking poor quality content

Or

Taking irrelevant content



They Are Both Bad!

- **Irrelevant content is a waste of time and the learner will feel it**
- **Makes the learner question their job**
- **Cost the company money**
- **Makes your training department seem out of touch with the company**



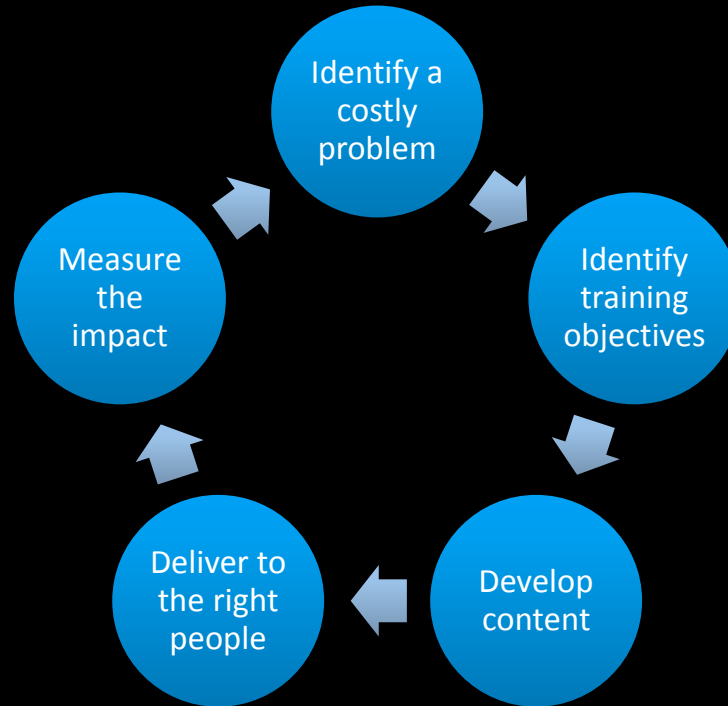
Deployment

Learning Management plays a huge role in identifying who should be taking what training and why.

If you are not using your LMS to help with deployment you are not getting the total value out of your LMS.



A Practical Example Of ADDIE



Airline Example: Maintenance Training Manager

Identified the top 10 reasons for flight cancelations.

Determined which could be addressed through training.

Developed targeted training for the individuals responsible for the problem.

Delivered that training to the specific individuals at a few locations.

Measured the number of flight cancelations due to those problems over the next 90 days.



Results!

At the locations where he delivered the training the problems went from being in the top 10 to not being in the top 100.

At the locations where the training was not delivered, there was no change.





Required Skillsets



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Last Question

Would you have the people who are creating your content today:

- **Write a book?**
- **Create and direct a video?**
- **Work for your IT department?**
- **Work in your graphics department?**
- **Be a classroom instructor?**



Skillsets

- Not every SME is a good instructor
- Not every instructor is a good designer
- Not every designer is a good author
- Not every author is a good graphics designer

But in the end, you need to fill each of these roles.



My Thoughts

If your company is serious about training, then do it right.

Not everyone has every skill. Focus on what you do best.

Prioritize what training you develop first.

If you can't measure the results, you might not want to do it.





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