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Listening. Questioning. Understanding.



How to implement a successful eLearning strategy

A practical approach to ensure eLearning has impact

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Outline

- Introduction
- eLearning strategy explained
- What does an eLearning strategy look like
- Case Study – BIAV
- Measuring success
- 4 steps to eLearning outcomes
- Questions

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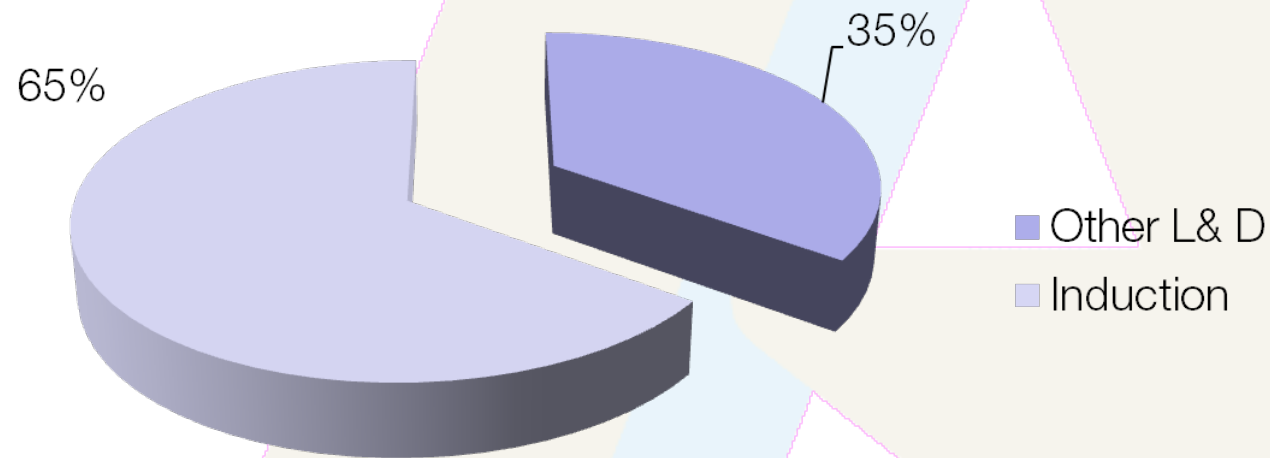
- Learning and Development company specialising in eLearning
- Operating in the sector for 7 years
- Director Margaret Aspin involved in eLearning for over 20 years
- Implemented eLearning in
 - Telecommunications
 - Baking
 - Energy
 - Health and Community services
 - Government

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eLearning Strategy

Benefits of eLearning are well known

Aegis International - L&D Budget spent on inductions

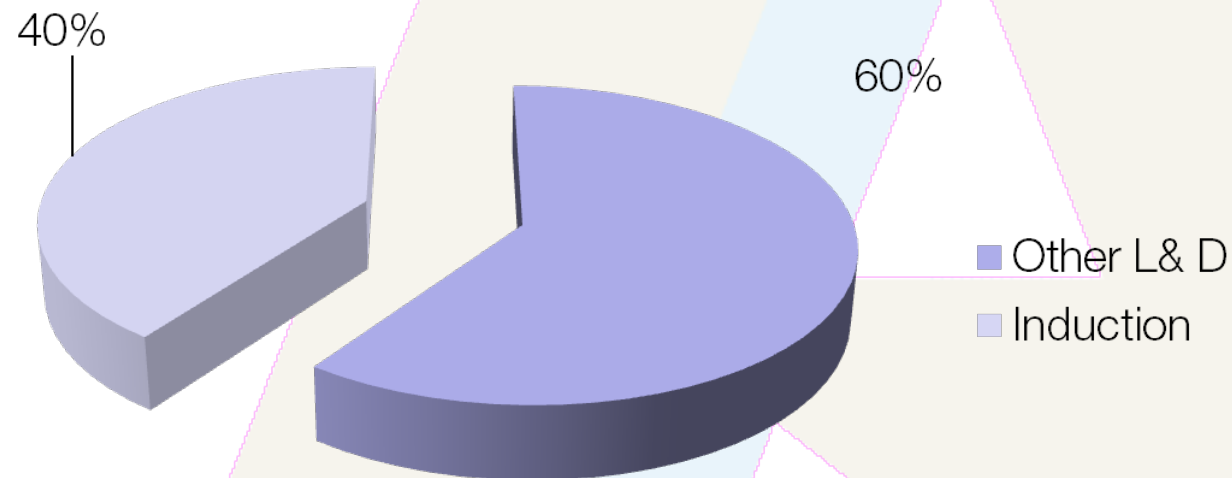


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eLearning Strategy

Benefits of eLearning are well known

Aegis International - L&D Budget spent on inductions after eLearning



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eLearning Strategy

So why do we need a strategy?

- eLearning is still relatively new in L&D
- Requires a significant cultural shift at all levels of an organisation
- Not one size fits all – needs to be tailored to suit the user
- eLearning alone is often not the answer
- A strategic approach is required to ensure successful implementation

What does an eLearning strategy do?

- Aims to engage the workforce with eLearning so that benefits are achieved
- Assists in change management
- Creates a culture in which employees expect eLearning as the preferred method training
- Forms part of a workforce development plan

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What does an eLearning strategy look like

- Analyse the workforce
- Identify leaders and introduce them to eLearning so they can influence others – remove the mystique
- Identify a common training need amongst the bulk of the workforce e.g. Inductions
- Understand literacy and numeracy skills of these users
- First taste of eLearning needs to be positive and user friendly experience – creates goodwill and gets runs on the board. This legitimises eLearning as a tool
- Then focus on other more tailored or higher level training

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Case study - Baking Industry Australia

- Nationally worth over 7 billion dollars
- 9000 bakeries Australia wide employing over 50,000 staff
- Industry made up of bread, pastry, biscuit, and cake manufacturers as well as retail bakeries and cafes
- Businesses range from large franchise retail outlets such as Bakers Delight and Fergusson Plare Bake Houses to small regional bakeries with only a few staff
- Large manufacturing businesses with a majority of the workforce working in a factory environment

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Baking Industry – Workforce

Retail

- Many workers are low skilled with little to no formal training
- Literacy and numeracy skills also quite low, many leaving school around year 10
- Trade qualification is Cert III in Baking, no formal career path is defined after that point
- Supervisors who rise up through the ranks
- Managers / owners who often are bakers without formal business or management skills

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Case study - Baking Industry Association

Outline of strategy

- Define target groups –
 - Manager/Owners
 - New employees/Apprentices/Recently employed
 - Existing employees
- Identify training needs
- Decide on overall strategy
- Implement

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Case study - Baking Industry Association



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Case study - Baking Industry Association

Would you eat this bread?

This loaf of bread was found to have a mouse baked inside.

The bread had also been sliced, packaged and sold before being discovered.

The bread slicer became contaminated and therefore contaminated all subsequent products.



PROGRESS

1 2 3 4 5 6

Introduction: 5 of 7

Previous

Next

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Case study - Baking Industry Association

Text version

Overview See Try Apply

Task: Evaluate customer service

See *Not happy, Jill!*

Problem
Solution
Review

About Jill

What's happening in the bakery?

- There has been a recent redevelopment of the old bakery
- Some staff are unhappy with the changes
- Customers are making comments about poor service
- Jill is determined to improve service levels

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Measuring Success

How do we know if eLearning is having an impact?

Reduced costs

Increased productivity

High levels of participation

Increased job satisfaction

Improved skills

Outcomes

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eLearning in 4 simple steps

Framework for design, implementation and evaluation

1.Uptake

2.Participation

3.Completion

4.Retention

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Uptake

- Learners need to sign up to do the course!
- Most recognisable form of benchmarking data
- To help ensure uptake
 - Engage the leaders, influencers
 - Market the product
 - Relevant topics
 - Make it convenient and accessible
 - Remove barriers

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Participation

- Learners being engaged with the material
- To help ensure participation
 - Visually interesting
 - Relevant
 - Tailored to literacy and numeracy needs
 - Length
 - Use other methods / tools
 - Support!

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Completion

- Finishing what they start
- Accreditation, certificates etc
- To help ensure completion
 - Assessments should 'flow' from the content
 - Assess in a manner fitting content
 - Communicate requirement
 - Mentor
 - Support

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Retention

- Sticky learning
- Has the learning made an impact
- To help ensure retention
 - Use case studies / tell stories that are relevant to the user
 - Content suits different learning styles
 - Follow up with refresher courses
 - Listen!!

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Retention

Thank you

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