

3 WAYS TO EFFECTIVELY SCALE ONLINE LEARNING



1 PLAN FOR SUCCESS

To Scale Big, First Start Small

Pick an initiative to start with:

1

The most pressing
A cancelled in-person training

2

The program with the greatest impact
An initiative with the greatest impact on employee engagement or business performance

3

The easiest program to transition online
An initiative that already has online components

Make a Plan!

- Form a team
- Identify your resources
- Understand your technology
- Define your timeline
- Determine your content



"By failing to prepare, you are preparing to fail."

John Wooden
Former UCLA Basketball Coach

Don't Recreate the Wheel

Centralize & standardize

- Decide on the length of your program
- Build a common framework for your course content

1

Learn

Quiz

Apply

2

Read

Review

Challenge

Feedback

3

Video

Reflect

Discuss

- Create content that can be reused - powerpoints, infographics, videos

2 CHOOSE YOUR FACILITATOR PERSONA

Don't fear digital facilitation! You can be effective no matter how much time you have.



Choose Your Level of Facilitation



CAMP COUNSELOR

Medium Involvement

- Excite and engage learners with reflective emails that acknowledge and reinforce activity
- Run engaging live events to connect the learning community

TRAIN CONDUCTOR

Low Involvement

- Plan ahead and automate communications
- Create an 'Ask Me Anything' discussion board so learners can easily seek help



COACH

High Involvement

- Keep learner motivation high with personal check-ins
- Provide individualized feedback on projects



56%

Learners with a coach are more likely to complete an online course

3 MAINTAIN ENGAGEMENT & FEEDBACK

Interactive aspects of face-to-face training - group collaboration, mentoring & coaching, peer sharing, and feedback - can all be done online AND at scale.



Use Teams to Keep Engagement High

- Assign teams & team leads
- Create interest groups



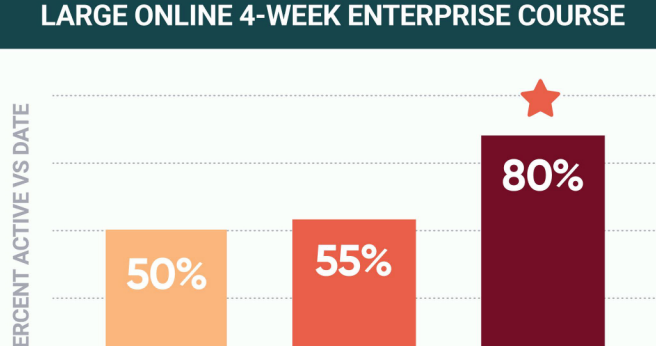
Involve Mentors & Coaches

- Involve learners' managers
- Recruit subject matter experts in your company

Incorporate Peer Sharing & Feedback

- Encourage interaction by prompting questions in discussion forums
- Create an assignment gallery where learners can share work
- Encourage peer-to-peer feedback

LARGE ONLINE 4-WEEK ENTERPRISE COURSE



- Saw low % active data during week 2 so they sent out a targeted email encouraging activity
- The following week % active increased by 25%

Use Data to Track your Learning as it Scales

- Number of active learners
- Learner engagement
- Discussion activity
- Video views
- Learner progress & completion