



Best of both worlds:

Making the most of
blended learning,
from introduction to
implementation



1. First an introduction – who are Kallidus?

Here at Kallidus, we are award-winning providers of learning and talent management solutions as well as suppliers and creators of curated and bespoke eLearning content. Aiding the recruitment process, modernising learning, and helping organisations reach their full potential at every stage of the employee lifecycle is what we do.

Founded in 2000, we are on a mission to empower individuals and organisations to engage in effective learning and improve performance through our Learn LMS, bespoke content expertise, and our performance management software, Perform.

With loyal customers from a wide range of sectors, including some of the world's largest brands, we help organisations to transform and drive long-term performance success.



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2. What is blended learning?

With all of these different styles of learning – Instructor-led training (ILT), mobile learning, eLearning, blended – it can be difficult to keep up, let alone figure out what works best for your organisation. We're here to break down these barriers, clear up any confusion and help you to make the right decision.

First things first, let's look at a definition.

Blended learning definition

Blended learning is an approach to workplace training that combines elements of ILT, eLearning, mobile learning, and classroom-based activities. For a learning program to be considered blended, it doesn't need to contain all of these elements, but simply a combination of two or more.

6 Advantages of blended learning

1. Increases learning engagement

Blended learning allows your employees to tailor their learning experience to them. Shaking things up and providing multiple ways to access the information they need, when they need it, makes it more likely your workforce will engage in the learning initiatives you have put in place. Attention spans are decreasing, so in order to maintain good learning engagement levels, you need to make learning work on your employees' terms.



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2. Improves flexibility

Using a blended approach to learning encourages greater flexibility in a number of ways. Not only does it allow your learners to engage in a variety of different materials, the flexibility of cross-device learning means that they can work learning into their working lives. Demand for productivity is increasing, and sometimes learning can be left by the wayside. Improving the flexibility of training is a great way to improve completion rates and employee interest in learning in the workplace as a whole.

3. Provides more reference material

One of the best ways to approach blended learning is to make as many of your materials accessible in as many ways as possible. Improving this accessibility is key for a few reasons. Firstly, it allows you to meet the needs of more of your learners (there is no 'one size fits all' when it comes to learning). Secondly, it encourages your workforce to engage in point-of-need and on-demand learning, allowing them to refresh their knowledge or learn a new skill as and when they need it. Thirdly, they can access these resources in a manner that suits their current circumstances..

4. Encourages collaborative learning

Providing a mix of learning styles encourages a more collaborative style of learning. Combining technology, for example in webinars or Skype calls, with mobile or eLearning and face-to-face interaction in workshops creates a dynamic learning environment perfect for collaborating with colleagues. Combining technology with face-to-face learning techniques in the same training session can also be a great way to ensure all of your learners are actively engaged in the experience. The more your workforce are actively involved in their training, the more of the information they will retain.



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5. Boosts morale and productivity

Providing choice and freedom goes a long way to improving morale in the workplace. Using a blended approach to learning means you need to place trust in your employees to take charge of their own learning in a way that works for them. Using a diverse range of learning techniques also allows you to further understand what really works for your employees in terms of engagement and information retention.

6. Meets the needs of more employees

One of the most important things in Learning and Development is understanding that a “one size fits all” policy to learning simply doesn’t work. As the famous saying goes, if you judge a fish by its ability to climb a tree, it will spend its whole life thinking it is stupid. Blended learning allows you to adapt your training to the needs of as many learners as possible. Great eLearning content is adaptable for a wide range of devices and situations, allowing you to meet the needs of more of your employees.

Conclusion

The use of blended learning within your organisation comes with a wide range of benefits. From boosting morale and productivity through to providing more flexibility, blended learning is proven to increase learning engagement in a wide range of businesses and industries. With the use of effective, adaptable eLearning content, you can meet the needs of more of your employees with every learning initiative you put in place.



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3. Creating a blended learning program

Now that we have a clearer understanding of the benefits of blended learning, it's time to put together a plan for your new blended learning program. The process of creating a new strategy typically comes in three parts:

- Assessing current strategy
- Considering and preparing for the challenges of upcoming change
- Shaping the strategy itself

Assessing your current learning strategy

Before you can embark on overhauling or changing your learning strategy, you need to take a look at what you're currently doing, explore areas that are working well, and look for those that need improvement. Here are a few things you can take a look at to understand what can be transformed.

1. Learning objectives

How clear are your learning objectives for individual employees? Do these objectives feed back into organisation-wide objectives? Answering these two questions can help you steer your new strategy in a direction to not only increase engagement, but impact learning ROI across your organisation.

2. Use of technology

Introducing or improving blended learning comes with technology. Do you use an LMS at the moment and is it compatible with your needs? Blended learning requires a mix of eLearning and instructor-led training (ILT), so take a look at what you are currently using and which areas of your learning are best adapted for the digital world.



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3. Current completion rates

Completion rates are the bread and butter of reporting and analysis when it comes to any learning strategy. While a wide variety of elements contribute to how you can measure success and learning engagement, completion rates are the perfect place to start. Analyse the data that you have to understand which elements of your learning are engaged with and which ones need the most improvement.

4. Additional courses taken

If you have access to this information, through reporting on your LMS or manual documentation, it is worth exploring how many courses your learners are taking independently. This is a great indicator of how engaged your workforce is in their learning. It is not unusual for the modern workforce to take to the likes of Google or YouTube to teach themselves a whole range of things. Curiosity and learning is in their nature, this is your chance to embrace that.



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7 things to consider when shifting your learning to blended

Making the jump from Instructor-Led Training (ILT) to a blended learning strategy can be daunting but, as long as you are prepared, you can make the most of the valuable switch. We've already covered the benefits of moving to blended learning, from raising engagement to increasing information retention, but now it's time to look at how to make the change and what to consider.

1. Digital literacy of your workforce

Something that comes up in many conversations about digital transformation in Learning & Development is digital literacy. What do we mean by that? Essentially, it means how familiar your employees are with different types of technology as well as how comfortable they are exploring new avenues of technology in the workplace. It's important to consider this before making the shift so you can also evaluate how much time you may need to train people up on any new tech involved, as well as how much resistance you can expect to come up against.

2. Learning needs of your employees

It is worth considering how your employees feel they learn the best. This sort of information can be gathered through a survey sent out to your employees or through feedback in a face-to-face session. This can also be a good way to understand how open they are to technological changes. Additionally, it is important to understand the sort of training your workforce needs in order to carry out their jobs and adapt your current learning strategy accordingly.



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3. LMS reporting

Moving from an entirely face-to-face to a blended learning strategy likely means the introduction of an LMS. It is important when selecting an LMS to consider the reporting functionality available as this will help you to monitor. It's also important that you invest in an LMS that allows you to report on ILT and face-to-face training as well as courses taken within the system itself.

4. Languages and accessibility

Accessibility is a vital element of any training system. Whether you're looking to make things easier for employees with physical or visual impairments, or you need to accommodate for a wide range of languages across multiple locations for training, languages and accessibility are incredibly important parts of the process of developing your learning strategy.

5. Converting resources to eLearning

One of the biggest parts of the transformation from face-to-face training to a blended learning strategy is the conversion of your resources. Assess your current learning courses and establish which elements still require instructor intervention and which are to be prepped for conversion to eLearning content. This is a vital stage of shifting your strategy, as it is your opportunity to plan and rebuild your courses.

6. eLearning content provider

The next thing you need to consider is your eLearning content provider. In order to make the most out of your transformed learning experience, you need to make sure you're working with someone who can provide who can provide a range of both curated courses and bespoke learning options. Kallidus Content, for example, provides a wide range of services as well as consultancy to help you understand what is best for your organisation.



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7. Bespoke vs curated eLearning

The final decision you need to make is the balance you wish to create between bespoke and curated eLearning content. Some courses are simply easier catered for with what's known as Off The Shelf (OTS) content. Often covering various areas of compliance training and introductions to qualifications in certain industries, OTS content can be a convenient solution ready in a short period.

Another option is bespoke content which allows you to truly add your own stamp and branding to your eLearning content. Tailored to your organisation's specific needs, quirks, and requirements, bespoke content is a fantastic way to solidify eLearning content for your employees. There are arguments on both sides so it's important to weigh up your options before embarking on your learning transformation.

Conclusion

Shifting from face-to-face to a blended learning strategy is no small task but with the right considerations, it can prove to be a really positive change for your organisation. From the needs of your learners to technical logistics, shifting to blended learning requires a lot of prep work but also presents an exciting opportunity to drive completion rates up and improve learning engagement.



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How to create the perfect blend for your organisation

The perfect blend of eLearning and ILT will be different for every organisation. Just as learning isn't one size fits all for your employees, strategy isn't universal. However, there are a few things to look out for in your current strategy and your goals to help you determine which elements of training should be delivered face-to-face and which can be handled through eLearning.

1. Assessment and competency

The first thing to look at is the assessment process of your learning. If you are looking for your employees to apply or master their knowledge of a particular topic then assessments of knowledge and competency need to be put in place within the blended learning program. Some elements will require face-to-face assessments such as use of machinery while others, like fire safety, can be achieved through engaging eLearning content containing interactive elements such as quizzes.

Features like Kallidus Learn's competency checker allow you to log in-person assessment and checks within the LMS to ensure employees' records are up to date in one centralised place.

2. Geographical needs and flexibility

If you have a large number of employees working in the field, remotely, or in a variety of locations away from an office, it can pay to cover as much training as possible in an eLearning or mobile learning environment. ILT and face-to-face still have their place, but the need for flexibility should prompt you to make the most of digital resources that can be accessed anytime, anywhere.



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3. Collaboration in learning

Collaborative learning is proven to increase learning engagement so is an important consideration for your strategy. From classic team building and creative brainstorming at HQ to group chats on platforms like Slack, Microsoft Teams, and WhatsApp, collaboration is a great way to improve your organisation, move away from a top-down only model, and encourage active participation.

4. eLearning content

A good blended learning strategy is nothing without the right eLearning content. We'll go into this in more detail in the next section, but for now it's worth considering how much of it you want to introduce to your organisation. This should in turn influence who you turn to for your content needs and whether you opt for a bespoke, curated, or in-house content strategy.

Now we've looked at the basics of creating a blended learning program, it's time to investigate the content of your upcoming blended learning strategy.



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4. Blended learning content

Whether you're looking to increase engagement, transform your learning processes, or simply freshen things up, when it comes to Learning & Development in your organisation, eLearning content is key.

So, in this section we're going to take you through some different areas of content, including some insights to help you decide the right type of content, how to choose a provider, how to blend eLearning content and ILT together, and finally the importance of microlearning in a blended strategy.

Let's jump straight in.

In-house vs curated vs bespoke content

A blended learning strategy simply cannot exist without the involvement of eLearning content – but what are the different types of content and what are the benefits of each?

Let's look at a quick run down.

eLearning content created in-house

- | | |
|---------------------------------------|--|
| ✓ Tailored specifically to your needs | ✗ Requires a lot of technical know-how |
| ✓ Easily branded to your organisation | ✗ Hiring for the role can be expensive |
| ✓ Consistency between modules | ✗ Can take a lot longer to complete |



Curated catalogues of eLearning content

- ✓ Fast and easy roll-out
- ✓ Covers a wide range of topics
 - you can pick and choose
- ✓ Helps to cover compliance across a range of industries efficiently
- ✗ Not branded to your organisation
- ✗ May not cover everything you need
- ✗ Picking from catalogues that already exist

Bespoke eLearning content

- ✓ Perfect for industry-specific needs
- ✓ Tailored to your learning objectives
- ✗ Consultations with and input from eLearning experts
- ✗ Takes longer to create than a curated catalogue of learning
- ✗ Not necessarily a solo solution (works best in conjunction with curated)

While there is a lot more to it than that, those are the top reasons for and against each type of content. It's important to remember that every organisation is different so, just as blended learning allows you to meet everyone's needs, so can a combination of each of these types of eLearning content.



Four things to consider when choosing your content provider

As with the majority of new learning initiatives, especially those in blended learning, flexibility is the name of the game. Just as you would want as much freedom and accessibility for your learners to encourage them to engage, you should seek the same from your content provider. What we really mean is, look for someone who can do a bit of everything: curated off-the-shelf content and bespoke eLearning.

Here are four key things you should look for when deciding on an eLearning content provider:

- **A great selection of curated content**

Curated content is a great place to start when you're introducing eLearning into your organisation's L&D plans for the first time. When you're looking for someone to work with on your eLearning content, it's important they have a great selection of curated courses covering a wide range of compliance and other topics in a number of styles.

This allows you to pick and choose what you need and want from your eLearning content while still getting the results as soon as possible. Any good provider should be able to cover curated courses to a number of industry-specific compliance training needs. Industries such as finance for example, require specific training and development in order to remain compliant.



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- **An experienced team of content creators**

When the time arises that you need bespoke content adding to your eLearning roster, it's important to ensure the team you are working with have as much experience as possible in the realms of video, animation, content creation, and of course Learning & Development. You need to be working with a team who understand the ins and outs of engagement, gamification, microlearning, and different learning styles.

It's important to know that when you need bespoke elements to your training, you're in safe hands. You should be looking for a team of content creators who can adapt eLearning to your brand and style as well as mirroring the types of content already chosen from their curated selection. Additionally, with experience comes valuable consultation and guidance towards the best eLearning for your organisation.

- **Compatibility with a range of LMSs**

Simply put, it doesn't matter how engaging your eLearning content is if it isn't compatible with your LMS. Curated and off-the-shelf content tend to be compatible with a wide range of systems in order to cater for as many organisations as possible. When it comes to bespoke eLearning content, make sure the team you are working with have a strong understanding of the technical needs of different systems as well as how compatible the content is with reporting functionalities.



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- **Strong understanding of L&D and LMSs**

One of the best ways to ensure the team of content providers you are working with have a strong understanding of the needs of L&D and different learning management systems is to work with an organisation that covers both.

What we mean is, find an organisation who have L&D experts on their side as well as ongoing production and development of their own LMS. Whether you use your content provider's LMS or not, the fact that they create them will ensure they have their fingers on the pulse of the industry and truly understand what is needed in the wider context of eLearning.

Now we've looked at a few things to consider when choosing your eLearning content provider, it's time to move on to the strategy and planning of your blended learning program.



Understanding the value of microlearning

Microlearning is one of the most valuable parts of the workplace learning puzzle. Not just a buzzword, these chunks of eLearning content can help to increase engagement rates, learning retention, and encourage self-directed learning. But before we get into the logistics and benefits, let's look at a definition.

What is microlearning?

Microlearning is a form of eLearning content that takes 1 – 10 minutes to complete. Often in the form of interactive videos, animations, and quizzes, these bite-size chunks make learning content easier to digest and play to the strengths of the modern learner.

Why use microlearning in a blended learning program?

Allows for greater flexibility

Because microlearning modules only take a few minutes to complete, it allows for greater flexibility in your employees' schedules and for you when designing/ planning your new courses. Blended learning promotes flexibility, so it makes sense to invest in eLearning content that works towards the same goal.

Great supporting material for ILT

Microlearning in the form of interactive animations or video and quick quizzes can work as fantastic complements to longer instructor led training. Increasing engagement in ILT often comes in the form of break-out sessions, idea generation, and small collaborative projects. While we are champions of the benefits of collaborative working, microlearning can also be a great way to pop in some variety and regain focus after a classroom-based session. Due to its brevity, microlearning can also be integrated into classroom learning.



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Holds attention spans

In the modern world, our brains are used to being distracted. Due to the high volume of distractions, notifications, and devices at any given time, we are getting used to overstimulation. As a result, it can be harder to maintain focus for long periods of time. Also, if we're realistic about it, an hour-long classroom-based session of ILT isn't always engaging. Bringing focus back to mobile devices or desktops allows learners to get the screen-time they are used to while also providing a break from traditional training methods.

Creates more variation

In a modern world of so many distractions, variety is what keeps many modern workers engaged and motivated. Facilitating a variety of learning techniques is what blended learning does best, and microlearning allows you to take it one step further. In this sense, we don't just mean variety of content (varying from ILT to eLearning), we also mean a variety of timings. Microlearning takes a few minutes, which can allow for a fantastic rest from long sessions of ILT or virtual classroom training.

Improves learning retention

Many of the elements here lead into one of the more important benefits of microlearning: information retention. Breaking content up into small chunks can be a great way to round off longer ILT sessions and the short time frames don't really allow for distractions. Microlearning tends to come in audio-visual formats like videos or animations, often with interactive elements. This active engagement and short-and-sweet approach to learning helps to improve information retention, working particularly effectively alongside those longer sessions.



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Suits a range of devices

Adding to the flexibility of blended learning, microlearning is easily adaptable across a wide range of devices. This means you can encourage employees to bring their phones, tablets, or laptops into the classroom environment and get stuck in to some microlearning alongside your face-to-face elements. On top of that, the range of devices makes it easier for your remote and field workers to complete these elements away from HQ or simultaneously with a virtual-classroom session.

Eases reporting processes

eLearning content makes reporting through your LMS that much easier. Keeping track of LMS metrics like completion rates, additional learning, and time spent on learning overall are great ways to keep track of engagement levels. Adding in competency checks from face-to-face training allows you to maintain tracking throughout your blended learning program. Throw microlearning into the mix to support ILT and classroom-based activities and you can have a full, well-rounded set of reporting metrics for completion, retention, and engagement.

Now we've looked at the eLearning content, it's time to look at the technology side of blended learning programs.



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5. Technology and implementation

If you're going to embark on the journey to blended learning, you need to invest in the proper technologies to support it. We're here to talk you through choosing the right LMS, making the most of reporting, how to decide if you need mobile learning, digitising your learning resources, and finally, some things to consider during implementation of the tech to enable your blended learning strategy.

How to choose the right LMS

Whether it's your first time with an LMS, you need to migrate more of your training online, or you simply need a new provider who will better facilitate blended learning, there are a number of things to consider. Getting the sign-off you need on a tech investment like this can be a challenge, so it's important to go in prepared and do your research.

Here are a few things to look out for:

User experience

Regardless of the learning strategy you're putting in place, user experience (UX) for your learners should be high on your priority list. A good user experience means that your employees are more likely to engage with (and stay engaged with) your learning content.

Reporting functionality

We've talked about this a little already, and will go into more detail about making the most of your reporting in a little bit, but this should be a key factor in deciding which LMS to go with. Reporting is a key part of developing the L&D role within your organisation, and also the key to determining additional funding and sign-off from boards, CEOs, and directors.



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Competency checking

One of the best things about blended learning is that it provides a middle ground between classroom-based training and eLearning. It's important not to leave gaps in your reporting just because some elements of your learning take place away from a screen. Competency Checkers, like the one in Kallidus Learn, allow you to keep a record of ongoing activity and training that takes place in a more practical, hands-on setting, without having to keep this data separate from the rest of your reporting.

Mobile capabilities

We've already touched on the benefits of mobile learning, and honestly there is a lot of cross over with the benefits of blended. Ensuring you invest in a mobile-friendly LMS will not only provide you and your learners with additional flexibility to meet their learning needs, it will also allow your organisation to future proof your software.

Instant feedback

With a learning strategy as diverse as a blended learning program, the input of those using the system, your employees, is a vital part of improving the learning experience. Instant feedback such as star ratings and feedback forms are a great way to help keep your blended learning program moving forward in a positive direction that works for everyone. Plus, learners and employees who feel like they are listened to demonstrate far higher levels of engagement – it's a win-win.



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L&D expertise

Building software and systems is one thing, but it's important that you work with an LMS provider who really understands the industry you are working in. Having an all-round understanding of the challenges of L&D in every level of the organisation is vital in ensuring both sides of this partnership can nurture a positive relationship. From a customer success team who have headed up their own L&D departments to subject experts working in-house, a well-experienced team who understand what it really means to work in your field goes a long way to implementing a solution that fits your needs.

Making the most of reporting

Trying to report consistently and effectively on your organisation's L&D progress can be a challenge if you're working on a paper-based system. Shifting to a technological approach and combining ILT with eLearning into a blended learning program can seem daunting, but it is the perfect chance to make some good headway on reporting your results.

Why is reporting important?

- Setting targets
- Tracking success
- Monitoring completion rates
- Prompting improvements to the learning experience
- Allowing a dynamic approach to learning
- Demonstrating ROI



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Top 5 ways to make the most of reporting for blended learning

Now that we understand the practical benefits of reporting, it's time to look at how to make the most of reporting features within a new LMS. There are a wide range of things to report on, from completion rates to time spent on the system, but it's not just about what you report on that counts.

1. Compile monthly and quarterly reports

It's up to you what you wish to report on, but these regular updates are the key to understanding what is and isn't working within your LMS and learning content as you go. This allows for continuous improvement and testing within your blended learning program which will ultimately lead to higher engagement and better results.

2. Set clear learning objectives

These are needed on an employee-by-employee basis and for the organisation as a whole. In the same way learning objectives are a great motivator for your learners, organisation-wide learning objectives provide you with goals to measure your metrics against. Reporting data without a goal doesn't help all that much, but with clear objectives in place, you can use your reporting to push your organisation in the direction of success.

3. Consider course feedback

Reporting doesn't just have to focus on data and metrics from automated reports on the admin side. Consider star ratings and written feedback in your reporting process as well. Completion rates won't tell you everything. Often, if there is a technical issue with your eLearning content or LMS, you'll find out through a course feedback form or in an email to your HR team. However you receive this feedback, keep a record of it and consider it within your reports.



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4. Management and learner dashboards

These simple, visually pleasing reports are available instantly and allow you to check up on your employees and line managers to check up on their teams in an instant. This allows you to monitor activity, progress, and engagement levels with for learning on a day-to-day basis. So while this may not be formally collated into a document each month or quarter, it's important to keep an eye on how things are going.

5. Monitoring all aspects of the program

We mentioned competency checking in the last section and we cannot impress its importance enough when it comes to blended learning. Features like Kallidus Learn's Competency Checker allow you to report on learning activity not based outside of the LMS, a vital part of the bigger picture that will enable you to understand the success of your program as a whole.



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Should you introduce mobile learning?

If you know much about us at Kallidus, you know we love mobile learning. Learning on mobile allows you to add flexibility, variety, and accessibility into the learning mix. The great thing about mobile learning is that it doesn't mean mobile-only, it simply adds another option for you and your learners.

Here are a few reasons why mobile learning can assist a blended learning program:

Adaptable to the needs of training

The whole point of blended learning programs is to allow your training to take many forms. Adding in further flexibility only aims to extend this diversity of learning. Mobile phones and tablets are easily carried, won't disrupt classroom-based training by creating physical barriers, and are great hosts for microlearning modules.

Easy to combine with ILT

Part of the beauty of mobile devices is their portability. This lack of space and ease of use allows mobile devices, and by extension mobile learning, to easily integrate into ILT or classroom-based learning. For example, you can use microlearning modules within your classroom-based activities to further cement the information learners are taking in and help them to retain what they need. Creating this variation can help to reestablish employees' attention without distracting them from the task ahead.



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Great for remote and field-based workers

Whenever you're investigating or trialling new learning initiatives, it's important not to leave your remote and field-based workers behind. Those not based in an office or at HQ can sometimes not be accounted for, but as more and more of us work on a freelance basis or from home, these employees are a key part of your learning journey. Mobile learning allows those on the move, for example engineers or sales people, to stay in the loop and fully involved with all of your training.

Meets your workforce in the middle

There was a saying we heard at the Learning Technologies conference this year that has stuck with us: Follow The Bright Spots. With more and more of us on our smartphones and devices every day, it makes sense to meet your workforce in the middle and provide them with the option to work and train on devices they know well. Part of meeting in the middle is accommodating for everyone and making sure you don't leave mobile-sceptics behind, but introducing this into your blended learning program can be a great way to increase engagement.

Encourages engagement

Speaking of engagement, mobile learning (in or outside of blended learning programs) has been shown to increase engagement across a wide range of learning initiatives and organisations. The flexibility allows you to really put your learners' needs first as well as creating an environment for learning that feels more personal. Mobile learning can be a great way to bridge the gap between employer and employee as it brings work more into their personal space without being intrusive.

Futureproofs your program

Technology is constantly changing, but using a mobile-friendly LMS and encouraging the use of mobile learning within your blended learning program allows you to prepare for the future. Desktops will always be needed, but smart devices are on the increase both at home and in the workplace. Investing in mobile-friendly technology now means that you won't have to overhaul your systems or eLearning content in the future – although of course a refresh once in a while is never a bad thing.



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Converting your resources to eLearning content

We've already discussed the benefits of eLearning, how to create a strong blend, and challenges you may face in the process. Now it's time to get down to the nitty gritty and talk about converting your current resources to eLearning content.

One of the best ways to manage this process is to work with an experienced bespoke content team to help get you going. You may find that some of your training materials can be covered by off-the-shelf or curated content that already exists. However, there will likely be some elements that need a more tailored touch. Here are the things you need to consider.

Evaluate your current content

At this stage you need to decide which parts of your training need to be shifted from paper-based or ILT to eLearning content. We covered off how to make that decision a little earlier, so for now let's focus on the content you have chosen to convert. One of the best ways to begin is to split the nuggets of information into two piles: need-to-know and nice-to-know.

Need-to-know should be presented upfront without any additional interaction needed whereas nice-to-know can afford to stay a little more hidden under scroll-over animations and other interactive elements. Making this distinction between the two categories can also help the content team you're working with design a piece of content with the right narrative to carry your message through.



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Decide your learning objectives

Setting goals and objectives is incredibly important. Having written goals and objectives can be highly motivational and they are much more likely to be achieved. As such, it's vital that both you and your content team know these objectives from the word go. Your learning objectives can help you determine a wide range of things about your content, from titles to narrative to the type of eLearning resource you want to create.

Seek behavioural change

Whether you're looking to increase compliance, change sales tactics, or improve customer service, eLearning content is all about behavioural change. This will tie in closely to your learning objectives but will again help to shape the type of content you are producing. For example, a set of training videos about theft, looking to reduce staff members wanting to act as heroes, could benefit from real people/actors rather than animations, to ensure everyone takes the matter seriously.

Determine interactivity levels

We are big believers in the importance of interactivity for both learning engagement and information retention. Active interaction with learning resources increases retention and makes the activity itself more interesting. In many cases of blended learning, eLearning resources act as a break from more traditional ILT or classroom-based learning, so this level of engagement is incredibly important. The more relevant you can make your content to your organisation the better, as it will help to cement the ideas in place.



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Conclusion

We've covered a lot here, from a brief introduction to blended learning to building your strategy, to the fundamentals of eLearning content, right the way through to the technology it will all live on. We hope it's helped you make sense of blended learning and how to get the most out of it for your organisation.

If you take away only one thing, let it be this: the people you work with on this project will have a great impact how you shape learning in your organisation moving forward, so make sure you work with teams who are experienced in both the software and content space, and within L&D itself.



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Speak to one of our experts to discuss how we will transform your learning strategy for the long-term success of your organisation.

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