Advice from Training Experts: Essential Resources for Designing and Delivering Effective Online Training

As we emerge from the fog of the recession, we’re able to take stock of the current landscape and see with more clarity what’s on the horizon. The recession may have left us with a few battle scars, but we’re also leaner and more acutely focused on success. In fact, the hard-earned lessons of the recession have virtually transformed the way we do business.

Because organizations large and small are now more adept at distilling what’s essential, eliminating excess and fine-tuning efficiency, they are realizing greater productivity gains and cost savings. Technology plays a significant role in this process by extending geographic reach in the blink of an eye.

This, of course, has impacted training extensively. Online training and blended learning – which combines in-person and online training – are increasingly becoming the norm. And online training’s use is only expected to grow.

According to a recent study conducted by Osterman Research, 60 percent of companies polled deliver online training to save on travel costs. Sixty-seven percent attend or deliver online training to eliminate the glut of wasted travel time. Convenience is a factor for 82 percent — online training simply fits schedules better.

Reducing travel time and costs and improving convenience are certainly reasonable motivators to implement online training. But how do you ensure that your online training is effective?

This guide brings together three of our best online training resources for designing and delivering effective online training. Learn directly from training experts how to optimize your training program, leverage the inherent strengths of your training tool and improve learner engagement by building your own online training skill set.

3 Essential Resources to Optimize Your Online Training:

• 7 Deadly Sins of Online Training (and How to Avoid Them) (Roger Courville, webinar expert and author of The Virtual Presenter’s Handbook)

• Training & Coaching: Creating Greater Performance (Tim Hagen, founder of SalesProgress.com)

• Best Practices Guide: Reach New Heights with GoToTraining

www.gototraining.com
Three resources that will optimize your online training program

Resource #1 — Understanding the Learner Motivation
7 Deadly Sins of Online Training (and How to Avoid Them)
First things first, online training requires a different approach than traditional in-person training. You need the right strategy to engage, interact, connect with and understand your audience — all from a distance. But how do you effectively engage learners you can’t see? And what do you know about your learners’ motivation?

In this engaging recorded webinar, Roger Courville, webinar expert and author of The Virtual Presenter’s Handbook, shows you how to plan, design and present like an online training pro. Watch the webinar to learn the seven tips for strategically designing learner-centric presentations and how to avoid the seven most common online presentation mistakes.

Watch the webinar now.

Resource #2 — Make a Long-Term Commitment to Learning/Become a Learning Coach to Employees
Training & Coaching: Creating Greater Performance
The success of online training goes beyond learners and trainers. Managers, too, must be tuned in to employees’ training. By making a long-term commitment to learning, managers effectively become learning coaches by helping employees embrace and implement new skills and ideas. But how do you keep people learning post-training? And how do you implement a training reinforcement process?

In this informative recorded webinar, Tim Hagen, founder of SalesProgress.com, explores how to foster ongoing training and continuous communication for both learners and managers. Watch the webinar to learn how to easily integrate learning and development into daily processes and tasks. Gain strategies for teaching managers how to enable, reinforce and hold employees accountable for learning long-term.

Watch the webinar now.

Resource #3 — Select the Best Online Training Tool/Build More Interaction into an Online Training Session/Practice, Practice, Practice
Best Practices Guide: Reach New Heights with GoToTraining
Running effective online training sessions takes a bit of know-how and even a little practice. From course design, preparation and promotion to delivery and follow-up, you need to rehearse and refine your timing, content and delivery. You also need to get comfortable with your online training tool.

From the Experts: 6 Must-Haves for an Online Training Tool
- Hassle-free scheduling and registration
- Flexible materials delivery
- Simple interactivity
- Trainer- and learner-enabling features
- Easy archival and reuse of sessions and content
- Ability to monetize assets through integrated eCommerce

Source: Wainhouse Research, 2011
This comprehensive GoToTraining best practices guide explains how to take your online training to new heights and gets you on the path to becoming a virtual training expert. Learn best practices for online training in general and get practical tips for using the GoToTraining toolkit to your greatest advantage.

Read the guide now.

Conclusion

Online training opens the door to a magnificent array of new opportunities for organizations. With online training you can reach more learners anywhere in the world while reducing travel costs. You can instantly bring subject matter experts from the far corners of the globe to enhance a training session. Online training enables you to easily engage learners more profoundly to hasten knowledge acquisition and ensure retention. By reducing travel, you can train eco-consciously. Online training even enables you to increase revenue with an option to charge for training assets.

But to reap these benefits, you need to build your online training skill set. Imagine a pilot, surgeon or artist reaching straight for the tools of each trade without first becoming adept at their use. Online training is no exception.

To become an expert at online training, follow the guidance of online training pros. Implement their best practices, tips and strategies into your own online training program. And then pair your expertise with a powerful online training tool to become a virtual training master.