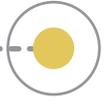




NEXT LEVEL LEARNING

Webinar Series

10 ways to take your learning
offering to the **next level**



Hello

COVID-19 has brought about a unique set of challenges for learning and development professionals and those responsible for developing and delivering training initiatives, changing the way that we all work and learn.

However, in many ways, digital transformation and technology have been key to mitigating any potential risks and have spurred on a surge in digital adoption.

Looking ahead, how can organisations harness this surge and take their learning offering to the next level?

We talked to participants from the Sustainable Energy Authority of Ireland, Bord Bia and the Health Service Executive, who shared practical insights, actionable tips and advice from key stages of their learning journeys that will help you turn your learning vision from strategy to launch to ongoing evolution.

Follow our guide for advice and links to the conversations, and ask us how they might work for you!

 hello@aurionlearning.com



Sustainable Energy Authority of Ireland

Strategy to solution



1 Get to know your audience

Analyse your target audience to understand more about their needs and their motivation. Be proactive: involve and listen to learners through focus groups, user interviews and collaborative design workshops.

Ringfence budget for research and development activities to trial new content formats and techniques, research new solution types and undertake defined innovation challenges.

2 Bring your organisation with you

Identify internal champions amongst your senior leaders. Tie your solution to business goals with impact metrics.

Consider the internal comms for your solution or talking points to enable discussions with outside stakeholders.

3 Reward and recognition

Don't forget the small details.

When planning the overall solution, embrace the small details that can have a big impact. Adopt innovative approaches to rewards and recognition: badges, certificates, social kudos, perks and prizes. Explore what your learners value.



Fergus Sharkey
Head of Business and Public Sector



Dearbhla Stapleton
Programme Manager – Business and Industry



Watch the webinar

How SEAI went from strategy to solution using digital learning

Watch the webinar recording to learn more about how SEAI embraced and scaled digital learning to launch a new powerful learning initiative to support and educate SMEs throughout Ireland.

[Watch the recording](#) →



4 Sense check your solution

Be realistic about the learner use case. Consider the specific needs of your learners to inform content durations and format decisions. Knowing the device types, durations and nature of the learning need are crucial to success.

Recognising how learning will be used, not just how you want it to be used, is key. Shorter, sharper content will require a strong content planning process to boil away excess content.

5 Carefully curate your source content

When time is a precious commodity for your audience, create content that can be fitted around tight schedules. Consider when something different is needed to maintain interest or apply learning. Build gamification, immersive scenarios and challenges into your core teaching pathway but ensure you use examples relevant to your audience so they can relate to the examples and situations.

Content formats should be decided by learning need, not just preferences. Don't press record on video or animation until you know what you are capturing and why.

6 Plan for impact

Training and learning initiatives are about producing results.

Think about metrics at an early stage, not as an afterthought. Benchmarking and considering impact early give something to aim for, achieve and help get future projects approved.



Gillian Willis
Small Business
Manager

Watch the webinar

How Bord Bia is using digital learning to engage with its learners

Watch the webinar recording and learn more about how Bord Bia are using digital learning to launch a series of new initiatives to engage their Small Business clients to develop and enhance new skills relevant to their business.

Watch the recording →

7 Expect success and plan accordingly

Many teams make the mistake of delivering a project and not a long-term successful solution. Strike a balance between focusing on the present, the here and now requirements, and your vision for the future.

Ensure the solution is flexible and includes features that promote growth and adaptability, such as productised approaches, defined delivery processes, scalability and integrations with other systems.

Future-proofing activities like strategy documentation, a roadmap, annual reports, governance policy and lessons learned reviews are key to ongoing success.

8 Keep learning as the central focus

Create a learning solution, not a technical one. Use the range of digital features well, but make sure the solution is not relying on the emperor's latest clothes.

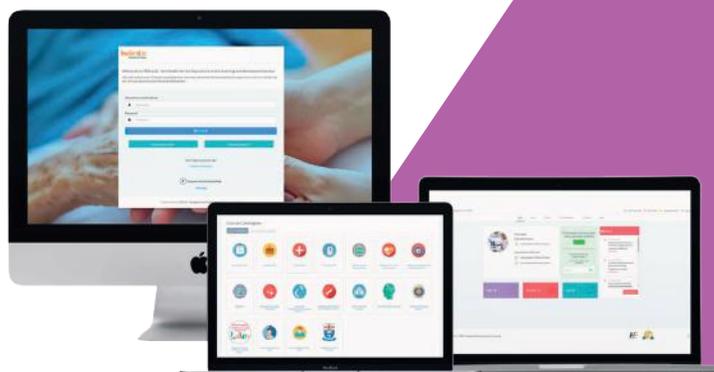
Well-designed learning techniques never go obsolete and certainly not out of style!

9 Define an expanding toolbox

Content is the foundation of your learning, training and development. Break successful solutions down into their components so they can act as a starter blueprint for future projects.

Create reusable design assets like characters, icons and screen types to deliver quality more quickly.

Create and document design guidelines to improve consistency across multiple solutions.



Tony Liston
General Manager,
Human Resources -
Capability and Culture



Watch the webinar

How the HSE's learning platform has evolved to meet changing needs

Watch the webinar recording and learn more about how the HSE's eLearning and development platform, HSeLanD, has been able to move through a number of evolutions to stay closely aligned to the changing needs of the organisation, particularly supporting health and social care staff during exceptional circumstances.

[Watch the recording](#) →

Aurion Learning

10

Focus on your challenge first, technology second

Learning is more than giving people information. A good learning solution seeks to address a learning challenge in practical and insightful ways.

So, whether you're tech savvy or not, don't let that dominate your thinking.

Start a learning solution conversation by talking about what success looks like for the project you have in mind and the benefits of solving a problem for your learners or your organisation.



Gavin Woods
Client Services
Director



Learn more

Aurion Learning is a multiple award-winning digital learning provider with more than 20 years of experience in technology-enabled learning.

Specialising in the design of customised eLearning, we work with organisations across the public, healthcare and commercial sectors – delivering some of the highest-profile digital learning programmes in Europe.

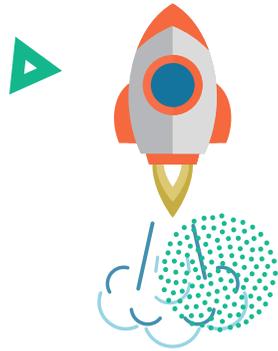
Our solutions deliver learning that works for you, your organisation and your learners.

Learn more about our learning solutions →



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It all starts with **hello**

We're on hand to listen and advise and answer any questions you may have. Contact us to start a conversation today.

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