



It's required and no one seems to enjoy it. Does it feel like you throw money away with compliance training? It doesn't have to be so. What if you could learn from online courses and actually enjoy the process? Great strides have been made in recent years to **improve the retention rates** of online training by engaging the learner. What if you could actually take online courses and learn...a lot? Online training is a key to helping your staff achieve higher productivity. They need to **acquire AND apply** new knowledge and skills.

Online Training: Worth the Time and Investment!

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An effective online program has great value to any company. Imagine if you have billers billing out orders, and in the **highly likely event of an audit**, billing mistakes are uncovered. Billing errors equal lost revenue and possible fines, and in some cases closed doors! The same can be true with HIPAA and safety violations. It's imperative that your staff all know the rules and understand how those rules apply to their individual jobs on a daily basis.



Education is required, so make it worth your investment of time and money. Choose training that is going to stick.

Education is required, so make it worth your investment of time and money. Choose training that is going to stick. Choose something that is going to be easily recalled by your employees so they can more effectively do their jobs.

Education that sticks is education that's engaging. What makes online education engaging?

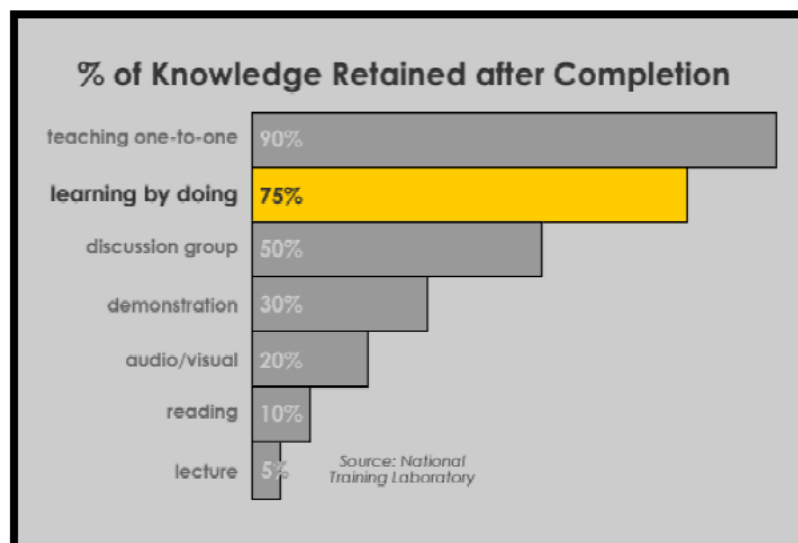
1. Learner-centric content

Choose education that focuses on what the learner NEEDS to know to better perform in the workplace. Some things might be “nice to know” but may not be worth time on the clock. If the content is relevant to the learner, they are more motivated to engage (Keller, 2007).

2. Use of scenarios to simulate real-world experience

Reality is the ultimate and best learning experience (Mariappan, Shih, & Schrader, 2004). Scenario-based learning is as close to real-world experience as we can possibly get in the online format.

Engaging the learner is the key to success with online training!



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<https://www.csupomona.edu/~jmariappan/pdf/teaching%20statics%20using%20scenario-final-1.pdf>

3. Scenarios improve engagement and understanding.

The more we engage learners, the more likely they are to retain information and apply it when needed (Spero, 2012). Interactive learning is the opposite of passive learning. It's more than reading text, clicking a “next” button and taking a test. Interactive courses allow the learner to engage with the course. Engagement is proven to lead to higher retention and then ultimately better memory retrieval at a later time. Staff that can readily recall information needed to do their jobs results in more satisfied employees and customers.

Engagement → Retention → Retrieval



4. **Effective online education gives learners the option to fail safely.**

Online education is a great way to practice without the fear of repercussions. Scenarios give learners the opportunity to fail safely within the course rather than while on the job. Well-designed courses give the learners the experience they need to confidently perform their job duties.

Optimize Your Online Education

As with anything in life, elearning has limitations. E-learning combined with traditional, in-classroom training (often called a *blended approach*) ensures success. There is some content that is best suited to be presented face to face. You may still need to have an in-service for a new product that is very technical. Hands-on training may be called for in this case. Even when the traditional classroom approach is an advantage, online training is a valuable supplement.

Added Benefits of Online Education

- ✓ E-learning platforms offer **reporting and tracking capabilities** that prove compliance and ensure staff is on the same page or learning level.
- ✓ Ensure your employees are receiving **consistent training**. Everyone is learning the same information if they are all taking the same course online.
- ✓ Allow **individualized education**. Not everyone learns at the same pace, and online courses allow all learners to work at the pace they prefer.

Combine online training
with in-person training for
best results!

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