

ABC's of e-Learning

It is now possible to deploy knowledge on demand faster and at a lower cost than ever before. Regardless of advancements in technology, content is still "king." Here are five quick tips for a successful e-Learning venture:

A **udience.** Communication is all about speaking to the concerns of your audience. How many times have you heard variations of this exclamation, "We need to ***tell*** them that..."? Every training and motivational project should start with the question: "What is my audience's concern?" "How can this information positively affect my audience?"

B **uild.** Build a 'Learning Resource,' a repository of useful tips, tools and practices that your organization can access whenever and wherever it's needed. Extend this resource to your clients, as well. Make the subjects relevant, the modules concise and the information well-indexed and accurate. The mantra of e-Learning should be: "the more valuable the content, the more valuable the resource."

C **apture.** Knowledge has value. Develop a strategy for capturing ideas within your institution from your best experts. Make this information available to others on-demand. Capturing expertise creates assets that cannot be purchased from training companies or read in books. Your "Knowledge Experts" have insight and understanding that can only be gained from experience. Make these "nuggets" available to others.

D **emonstrate.** Demonstrate the results you wish to see. Present the outcome in a context relevant to the audience. Focus on practical, time-saving actions that improve results.

E **lucidate.** To elucidate means to make clear; free from confusion, to crystallize, to enlighten. To deliver a clear understanding of the subject, use techniques such as animated technical illustrations, re-enacting scenarios, role-playing from the customer's point of view and capturing 'best practices.'

Knowledge has value. To successfully capitalize on delivering knowledge using new technologies still requires adherence to the four proven tenants of communication. When designing a message, speak to the listener's concern, make it relevant, be concise and be available.

Barry O'Brien is president of North Shore Communications Group, Inc., (www.northshorecommunications.com) a full service communication company specializing on the use of information on demand. For more information, on podcasting, e-Learning and other technologies, please contact Barry O'Brien at (978) 282-8222 or bobrien@northshorecommunications.com. © 2005, Barry B. O'Brien. All Rights reserved.