

Ready to upgrade your brain?

Welcome to the wonderful world of eLearning!

In this Introductory Guide, you will discover what is needed to amp up your life – whether for career enhancement or personal growth – with our wide range of online courses..

We look forward to sharing this enjoyable journey with you.



“ To level the playing field for learners through the creation of new learning models, and to ensure that learners everywhere have access to a world-class education... no matter their geographic location or economic situation. ”

Aim of INACOL

900%

is how much the eLearning market has **grown** by since 2000.



72%

of companies stated that eLearning helps them to keep up-to-date with changes in their industry, which in turn gives them a **competitive edge** in their niche. ¹

24%

Approximately 24% of all employees leave their job because there simply **aren't enough training or learning opportunities**.²

15%

is the estimated annual growth rate for eLearning in **Africa**

1. Bersin & Associates Survey | 2. eLearningindustries

Why eLearning is so Effective

FLEXIBILITY

PRODUCTIVITY

RESULTS

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1.) You can learn at your convenience:

When you want to 🕒

Where you want to – at home, on holiday, at work, anywhere with internet connection 📶

How you want to – individual pace and unique learning style 🧠

1.) eLearning can cover 5X the material of classroom training in the same amount of time¹. 2.) Learning at your own pace means you don't have to wait for others, and can go quickly through content that you already know or don't need to know.

1.) Retention is improved by 25-60%².

2.) eLearning students have a 60% faster learning curve³.

3.) At the same time, you become more tech savvy.

1.) Eliminates travel costs – time and money. 2.) Every \$1 spent on eLearning results in \$30 productivity⁴. 3.) It's green 🌱 too – per learner, 90% less energy is consumed, and 85% fewer CO₂ emissions are produced.⁶

1. The Information Daily | 2. Research Institute of America | 3. LearnFrame | 4. IBM | 5. eco.ca/ecoacademy

Bet you are ready to **raring to go!**

- ✓ Ready to transform your life through the power of learning.
- ✓ Have high expectations of empowerment through this flexible form of learning which accommodates your busy schedule.
- ✓ Excited to experience immediate results in improving your job skills, achieving professional growth and boosting your confidence.



46%

Companies with a strong learning culture are 46% more likely to be the leader in their industry.

42%

Of global Fortune 500 companies are using eLearning.

37%

Employee productivity is 37% greater in companies with an emphasis on a learning culture.

18%

eLearning provides an 18% increase in employee engagement.⁶

What

equipment do I need?

Before you dive in, here is a quick
EQUIPMENT – TECHNOLOGY CHECKLIST:

1 DEVICE

NOTE: The Tracy Keylock dot Com platform is designed to be fully RESPONSIVE – ie accessible from a regular PC, tablet or mobile device.

PC Specific Requirements:

- Windows 2000 or higher with latest updates installed
- Min 500 MHz (Mega Hertz – speed)
- Min 128MB (Megabytes – size)
- Min 64MB of video memory
- Min 16-bit sound card

MAC Specific Requirements:

- Mac OS X 10.3 plus
- 1.83MHz Intel Core Duo or faster
- Min 128MB (Megabytes – size)
- Min 64MB of video memory
- Min 16-bit sound card

Mobile Requirements:

- Adroid 4.0 or later
- iOS 5.0 or later

2 BROADBAND CONNECTION

500+ Kbps (kilobytes per second)

3 WEB BROWSERS

It is a best practice to update your browser to the latest version for your operating system.

These browsers are recommended for a hassle-free experience:

- Firefox, most recent version
- Chrome, most recent version
- Safari 6 for Mac
- Internet Explorer 10

4 BROWSER SETTINGS

The following browser setting should be selected:

- Enable Cookies
- Enable Javascript (NOT the same as Java)
- Do not block pop-up windows

5 BROWSER ADD-ONS

You may find it useful to install the following add-ons if your browser does not already have them:

- A PDF Reader and PDF browser plugin will let you view PDFs in a browser window without opening a separate program.
<http://get.adobe.com/reader>
- Adobe Flash Player plugin for your browser will allow you to access Flash video and rich interactive media.
<http://get.adobe.com/flashplayer>
- Apple Quicktime provides easy access to multiple audio and video formats your instructors may post. While Macintosh computers come with Quicktime already installed, Windows users can also install Quicktime.
<http://www.apple.com/quicktime/download>



How to study like you're Albert Einstein

Sadly, the average human currently has an attention span of a mere

8 seconds!

(that's one second less than a goldfish).

So it is vitally important to plan properly to ensure you get the most **bang for your buck!**



Our TOP TEN TIPS For You

1 LET'S GET THIS PARTY STARTED

Note every assignment due date, test date etc on a planner and set timely alerts. Make sequential to-do lists for each project.

2 HAND JOB

Having done all the hard work involved in completing your assignments, remember to hand them in – 100% complete and on time. Make sure to follow all the instructions.

3 YACKITY YACK

When you sign up with Tracy Keylock dot Com, you also join an exclusive club of like-minded learners who become your family in all matters related to your course. Use that community to collaborate, share and comment.

4 LOCATION, LOCATION, LOCATION

Establish a study zone that fits your personality and learning style. This is particularly important when studying online, as it can be easy to get distracted.

5 PAMPER PARTY

Ok, that's a bit of an exaggeration! But do take care of yourself – eat healthily, get enough sleep, exercise, take breaks, stretch.

6 PLAN, PLAN, PLAN

eLearning is flexible, which is great. But that flexibility can make it too easy to put your studying needs last. Budget your time realistically in terms of duration and frequency, and also in relation to your other life commitments..

7 NO "I" IN TEAM

This time there is. Make your family, friends, and colleagues your personal cheerleaders by explaining what your heart-racing plans are, and exactly how you need them to support you.

8 MAX IT UP

Review the syllabus early and often, and stay on top of lectures, reading, and activities so you **don't** find yourself struggling to catch up. Studying daily avoids cramming at the last minute – which really is a pleasure-sapper.

9 MIRROR, MIRROR ON THE WALL

Reflect on where and how this knowledge will apply to your life. Keep that pride / confidence / joy / relief in mind as a motivator when you lack energy or enthusiasm.

10 HAVE FUN!

Go ahead and experiment. You have to be willing to take risks in order to succeed.

Ke Nako

"it is time"!



Genius

In the making

Thank you for
not disturbing

K TRACYKEYLOCK dot COM
unlock your potential

NEXT ISSUE:

Sign up as a learner and gain access to our easy-to-follow guides on a variety of topics from technical issues to extra FREE content.