Ready
to share your passion and help others achieve extraordinary results?

Welcome to the wonderful world of eLearning!

In this Introductory Guide, you will discover what is needed to create an impressive online course, and tips on how to captivate your learners. You will also gain access to comprehensive course checklists and easy-to-follow guides on the technical side of your course presentation.

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

NETWORKING
When you sign up with Tracy Keylock dot Com, you also join an exclusive club of like-minded trainers who become your *family* in all matters related to eLearning.

SECURITY
Your training material is gold – and we look after it like *Fort Knox*. Signing up with Tracy Keylock dot Com also ensures exclusivity* and right to first refusal on similar courses.*

*Terms and Conditions apply

MARKETING
Not only can you grow your existing student base, as it becomes easier, cheaper and more effective for them to learn from you online; but we also do additional marketing on your behalf. *Show me the money*

CONSULTING
We are confident that our platform and guides make it easy to create a killer online course. But if time and/or inclination are in short supply, we can *take a load off* your shoulders with the services of our in-house design & tech teams.

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Why eLearning is so Effective

$$$$	1.) Material costs are decreased – and eLearning consumes 90% less energy than traditional courses 1. 2.) Access to clients who were previously held back for various reasons (geography, mobility, time constraints) can increases sales. 3.) Students can enroll and pay for your course 24/7.
PRODUCTIVTY	1.) eLearning can cover 5X the material of classroom training in the same amount of time [2]. 2.) The knowledge gap in organisations shrinks as eLearning puts knowledge at employees' fingertips whenever they need it.
RETENTION	1.) Retention is improved by 25-60% [3] 2.) Personalised learning. 3.) eLearning students have a 60% faster learning curve [4] 5.) Every $1 spent on eLearning results in $30 productivity [5].
FLEXIBILITY	1.) You can create a course any time, on any device, anywhere. 2.) Any updates or changes that you want to make can be done with just a few clicks.

1. eLearningIndustry.com | 2. The Information Daily | 3. Research Institute of America | 4. LearnFrame | 5. IBM | 6. Molly Fletcher

> **If we teach today's students as we did yesterday's we rob them of tomorrow.**

John Dewey

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]

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How to
grab and hold your
learners' attention

Welcome to the wonderful world of eLearning!

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

8 seconds *(that's one second less than the attention span of a goldfish!).*

So it is vitally important to engage your audience from the get-go with a captivating learning experience.

Our TOP TEN TIPS For You

1 LET'S GET THIS PARTY STARTED
Create suspense, intrigue, and curiosity to get learners to lean in and lend an ear. Set objectives that explicitly explain how the course runs and is graded. Create an expectation of success.

2 TICK TOCK
Having a time-bound course with a fixed timeline and schedule helps students to keep up the momentum.

3 PEDAL TO THE METAL
Not just in terms of pace, but in terms of development. Make sure that every new bit of information you provide builds on what came before. [2]

4 LIGHTS, CAMERA, ACTION!
Keep things moving by making sure there's always something happening: mix up video clips, presentation, quizzes, games, and activities. This is most important for asynchronous [3] training, where your audience is likely to be highly distracted.

5 CURRENT AFFAIRS
Update your content often to ensure it is always accurate and relevant.

6 ONCE UPON A TIME
Give examples, tell stories… people love hearing how others operate – especially when learning something new. Scenarios and stories simplify complex concepts.

7 YACKITY YACK
Encourage communication and a sense of community for a more collaborative learning experience. Use tools such as discussion boards, Facebook groups etc
Assisting others and immediate use of learning leads to a 90% retention rate.

8 DECONSTRUCTION
Keep your screen neat and clutter-free to avoid distracting your learners – focus on activity, not screen. Also aim to break the information into smaller learning units.

9 MIRROR, MIRROR ON THE WALL
Encourage reflection on where and how this knowledge would apply to your learners' lives. Assess learners' knowledge, skills, and attitudes with challenges that promote thinking.

10 HAVE FUN!
Go ahead and experiment. You have to be willing to take risks in order to succeed.

1. Video Here | 2. Sims Wyeth | 3. Asynchronous training—also known as self-paced training—does not require students and instructors to be online or in person at the same time for instruction

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What
do I do next?

If you are anything like I am, you're probably raring to go, and want to dive right in to the creative development of your course. Before you do though, **FORGET THAT IT'S AN ONLINE COURSE** and consider this:

1 TICK TOCK

First take into consideration how much time you have for this project.

The format you use, the level of interactivity and the overall quality of your course are all directly impacted by your timelines.

2 DOWN THE GARDEN PATH

Converting an existing training course to an eLearning format requires a lot less planning than creating a new course from scratch. Planning is absolutely essential, though, and will save you time and hassle down the line.

3 IT'S NOT ME, IT'S YOU

You want your course to resonate with your learners. Which means you need to know everything about them, and what makes them tick.

4 HARD OR SOFT

To truly expand your reach, it makes sense to check that your format is accessible to the vast majority of your learners. Less is more when it comes to flashy add-ins.

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

5 LOOKING GOOD

Confirm what style guides are laid out by your company (or create your own to promote your brand).

> **Proper Planning and Preparation Prevents Poor Performance**
>
> Stephen Keague

Ke Nako

"it is time"!

PRESENTATION

- One third of the content is presentation; two-thirds of the content is application and feedback.
- Video content - Slideshows (eg PowerPoint) that are legible and appropriately animated and narrated; videos that are shot in HD (≥720p); screen captures.

INTRODUCTION

- Whether you are an individual trainer or working on behalf of a company, tell your learners why you are the one to listen to! Highlight your background, experience and credibility in your field.
- Also clearly state the objectives and outline of your course.

RESOURCES

- Complementary materials that improve comprehension, achieve strategic objectives and support key points.
- PDF files such as worksheets, templates, documents; FAQ files.
- Additional links to wikis and other informative websites.

COMMUNICATION

- Specify if, when, and how your learners may contact you.
- Consider creating a community through discussion boards and group pages.
- Expand and share knowledge, tips and tricks, and real-life application through blogs and wikis.

EVALUATION

- From quizzes and practice exercises to formal assessments, exams, and assignments, evaluation tools help reinforce the learning experience.
- Ensure that you provide adequate feedback within a reasonable time.
- Continue improving your course with post course evaluation from your learners.

CONSULTING:

Remember: We are confident that our platform and guides make it easy to create a killer online course. But if time and/or inclination are in short supply, we can *take a load off* your shoulders with the services of our in-house design & tech teams.

Fully Flexible – custom designed to complement your needs and delivery style.

Remote Consultation – anywhere, any time (all the time), never leave your office (well, hopefully for living of course!)

NEXT ISSUE:

Sign up as an instructor and gain access to our comprehensive course checklists and easy-t-follow guides on the technical aspects of your course presentation.

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