

E-learning Acceptance

An Action Plan

1. Understand Current Realities
 - ⊕ What you are offering
 - ⊕ What they are consuming
 - Relevant organisational factors
2. Identify drivers for change and acceptance
 - External factors may drive activity but necessarily cultural change
 - Internal factors shape the 'business as usual'
3. Build a transformational programme
 - ⊕ For the business
 - ⊕ For the learners
 - ⊕ For L&D
4. Build evidence and experience
 - ⊕ Evidence drives acceptance and commitment
 - ⊕ Experience drives understanding and engagement
5. Review and adapt
 - Direction in stages, delivery in steps
 - ⊕ Need flexibility in strategy

Drivers for Acceptance

- Internal forces
 - ⊕ Operational Costs
 - ⊕ Alignment to change imperatives
 - ⊕ Reward Systems
 - ⊕ Learner Motivation
 - ⊕ Role of e-learning in Learning Strategy
- External forces
 - ⊕ Regulatory Needs / Compliance
 - ⊕ Survival Mode

Common Realities

- Generic e-learning is significantly under-utilised
 - Initial short-term interest translates to medium-term apathy
 - ⊕ Recurrent usage from a small niche audience
 - ⊕ Acceptable usage for Top 10 topics
 - ⊕ Difficulties justifying renewal
- Custom e-learning projects achieve good results within a narrow scope
 - Broadly achieve business and learning objectives
 - ⊕ But doesn't drive broader adoption
 - ⊕ Often not perceived as learning approach of preference
 - ⊕ Too expensive to scale to many areas
- E-learning has not significantly penetrated into core development programmes
 - ⊕ But is starting to
 - ⊕ Growing presence through blended approaches
- E-learning mostly translates as E-content
 - ⊕ Existing investment very skewed to e-learning content
 - ⊕ Limited or no use of other e-learning delivery approaches

Organisational Factors

- What does learning mean to your organisation?
 - ⊕ Are you a learning culture?
 - ⊕ Can translate into
- Management attitude to learning
 - ⊕ Senior
 - ⊕ Middle / Line
- Do you have strong external drivers
 - e.g. Regulatory or mandatory training needs
- Attitude and pervasiveness of technology
 - ⊕ Lack of access
 - ⊕ Willingness to use
 - ⊕ Suitability for e-learning
 - ⊕ Willingness to use for learning
- Working environment or learning environment
 - ⊕ Suitability of physical environment
 - ⊕ Risk of interruption
 - ⊕ Working hours / shift patterns
 - ⊕ Direct management attitude and support
- Existing experience of e-learning
 - ⊕ Good
 - ⊕ Bad
- The L&D Organisation and Culture
 - ⊕ Discrete sub-community
 - ⊕ Key stakeholder
 - ⊕ And Suppliers