



E-learning Toolkit



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Who should creating e-learning?

Should your L&D team create all your corporate learning content? No.

Should your employees create all your corporate learning content? ...Also no.

There are different instances where you need to involve different teams:

	Subject Matter Experts	L&D
Type of content	Technical and role- or project-specific content	Generic HR topics
Stakes	Low stakes (technical know-how)	High stakes and medium stakes (mandatory topics)
Types of topics	Configuration procedures, platform specifications, troubleshooting information, best practices, tips, FAQs, walkthroughs, systems training, sales techniques, database checklists	Compliance, security, onboarding, communication skills, leadership, policies, product training

Before you start creating e-learning

Before you start creating any learning or training content, here are some things to keep in mind:

Identify business needs

- Analyze employee performance gaps to identify the key gaps and needs
- Identify experts who can share knowledge on these topics

Select your e-learning tools

If your company is just getting started with e-learning, you'll need to decide which software you want to use to write and publish online courses.

Ask yourself the following questions to make the best decision for your team:

- Who are your learners and what do they need?
- How will they access your course? Do you need mobile optimization?
- What access functionality do you require?
- Do you need to update content regularly?

How to create custom e-learning

1.

Discover

Have a detailed conversation with your key stakeholders or even employees to understand their performance or gaps.

2.

Design

Create a rough course outline with basic elements like Who, What, why, and how.

3.

Validate

Get your colleagues or L&D to review and confirm the plan before you delve deep into content creation.

4.

Develop

Start authoring the first draft of the content along with basic visual elements using an authoring tool.

5.

Test

Get Peer reviews for technical accuracy and L&D reviews for language and didactics.

6.

Publish and Maintain

Publish your custom e-learning module on the cloud or platform of your choice. You would update or refresh the content in case of any future changes.

Checklist: E-learning best practices

- Use learning objectives**
Think about the why and what before you begin.
- Plan performance takeaways before writing content**
Think about what new tasks you want your colleagues to learn to perform in their jobs. This will determine the content you will create.
- Create short, concise content**
As a rule of thumb, keep content short and to-the-point. Decide between courses and resources before planning the level of information to be covered.
- Space your learning**
Repetition is key to retaining knowledge. Therefore, the most effective courses are not lengthy, one-time sessions, but a series of small, repetitive units offered over time.
- First curate, then create**
Before creating a course, always check for content that covers the same topic. Then, curate it (e.g., links, videos) and add your perspective to contextualize the content for your learners.
- Get feedback from colleagues**
Two heads are better than one. Ask expert coworkers to collaborate with you on a course or review each other's work to ensure that no important information is left out. You can as well employ NPS methods for learner feedback.
- Share your course**
Publish it as a course/SCORM package and share it with your colleagues. Once your course is published, don't forget to keep it up to date.

Tips to create effective e-learning courses

A course is structured learning content created by an SME or an L&D professional to share in-depth knowledge about a topic. Below are some tips to help you create effective e-learning courses:

- **Follow the rules of good writing**
Keep sentences and paragraphs short. Check out our blog post for [some great writing tips](#).
- **Have a maximum of 4-5 key takeaways per course**
- **Keep videos under 6 minutes**
Anything over and your learner will lose focus.
- **Questions should be quick to answer**
It shouldn't take longer than 30-45 seconds for your learner to answer a question.
- **Bite size is the right size**
Provide information in small bits to make it easier to digest. This is called [microlearning](#). Learn more about it [here](#).
- **Limit the amount of images you use to only what's relevant**
Two visuals per page is a good rule of thumb

Tips to create effective microlearning resources

A microlearning resource is a short, concise piece of content for performance support. Examples of microlearning resources include checklists, FAQs, and competitor battle cards. Below are some tips to help you create effective microlearning resources:

- **Have a maximum of 2 takeaways per resource**
- **Be as specific, focused and targeted as possible**
- **Avoid assessments**
- **Embed media moderately**

E-learning accessibility check

Accessibility in e-learning means that your content is designed with all learners in mind – including those with visual, auditory, physical, or learning disabilities.

- Provide visual alternatives to text content to accommodate different learning needs
- When hyperlinking text, avoid “click here” and, instead, hyperlink more descriptive text
- Provide alt text to describe all images, diagrams, and graphs
- Avoid flickering visual content that may put learners at risk of seizures
- Check color contrasts to ensure all your learners can clearly see your content
- Make sure all information presented with color is also available without color
- Provide captions or transcripts for multimedia content such as video and audio
- Use a font size that is large enough for learners with poorer vision to see
- Ensure your course navigation is clear and easy to access
- Avoid drop-down menus as screen readers may interpret them as one object
- Utilize a responsive course design so your e-learning courses can be accessed on mobile devices
- Use HTML tags to organize your content

Learn more about how to create accessible e-learning content:

<https://www.easygenerator.com/en/blog/e-learning/elearning-accessibility/>

The new role of L&D

As subject matter experts take on a greater role in the e-learning content creation process, L&D can take on a guiding and coaching role to support your teams.

Here is how to make that switch:

- 1. Embrace design thinking: employee experience**
Empathize with your coworkers/learners to understand their performance needs. Then, make content decisions based on what they want.
- 2. Get all stakeholders on board**
Be democratic and collaborate with key stakeholders including business leaders, HR, IT, Finance and employees before starting to develop your content.
- 3. Build a learning road map and go agile**
Plan your e-learning development by laying out different tracks such as content, design, technology and marketing; Later, plan the work across short period sprints.
- 4. Find the MVP: minimum effort, maximum return**
Figure out essential, must-have content that takes the least amount of effort to create that can potentially yield the greatest return on investment.
- 5. Test and measure: Net Promoter Scoring**
Identify how learners (employees) are responding to learning content with a net promoter score instead of standardized tests.
- 6. Marketing e-learning**
Inform your employees about the learning content and opportunities available by promoting the courses via a multichannel marketing plan.

E-learning technology ecosystem

E-learning market is chock-a-block with tools. Pick and choose what tools work best based on your business goals and learning goals, driven by stakeholder support. A few tools to start planning your stack:

- **Authoring tools**

Pick something easy to use with almost zero learning curve for subject matter experts.

- **Learning Management Systems**

Select a system that allows flexible publishing of different content types. SMEs can author a lot of content types other than courses. Hence, LMS should be robust enough to support multiple content types.

- **Learning Experience Platform**

Many LXPs come with built-in authoring tools, see if these tools are easy enough for your SMEs to author without the bells and whistles of instructional design tools

- **Performance Support System**

Choose a system that supports iterative and adaptive content development cycles and not a one-time publishing.

- **Learning Record Store**

Go with a conformant LRS, if you are running short of time.

- **Microlearning tools**

Select tools that offer multiple methods of publishing including SCORM and provide quick, easy-to-use self-recording video and audio tools so you can stitch together curated content.

Recommended reading from learning experts

Here's a curated list of books for you recommended by some of the L&D experts we've interviewed on our [podcast](#):

Title	Author	Description
The Fifth Discipline	Peter Senge	This book focuses on group problem solving using the systems thinking method in order to convert companies into learning organizations
Make it Stick: The Science of Successful Learning	Peter C. Brown, Henry L. Roediger III, Mark A. McDaniel	Drawing on recent discoveries in cognitive psychology and other disciplines, the authors offer concrete techniques for becoming more productive learners.
Working Out Loud: For a better career and life	John Stepper	This book teaches you to share your work, lead with generosity, instead of networking to achieve your goals.
Learning Hero	Seth Godin	This book is a must-read for budding entrepreneurs, for its innovative and effective ideas to innovate continuously.
Educated	Tara Westover	In this memoir, the author recounts overcoming her survivalist Mormon family in order to go to college, and emphasizes the importance of education in enlarging her world.

What's next?

Join the Easygenerator community of subject matter experts and e-learning professionals who are revolutionizing the L&D industry with Employee-generated Learning:

 Blog	Learn everything you need to know about the e-learning industry	Get expert tips
 Ebooks	Get step-by-step tips to create top-notch e-learning content	Learn More
 Webinars	Get e-learning tips from industry experts	Watch
 Case studies	Learn from our customers about how they optimized their L&D strategies with Employee-generated Learning	Learn More
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