

5 Reasons Online Courses Fail (And How to Fix it)

LEAD FROM THE TOP DOWN

It's important to have executives and managers "buy-in" from the beginning of any programme launch. Once you have their buy-in, the job gets much easier when getting the wider team onboard.

If you spend budget on a training programme and LMS, you need to take the time to ensure it's implemented and integrated into the business effectively. Your managers play a large part in that.

Get your managers charged up, and genuinely excited about what this training program can do for them and their teams. You need to remind them of what's in it for them.

HOW WE DO THIS AT REDSEED — We launch and implement the programme within business – so you don't have to. From there, we continue to support these managers and the wider teams throughout the programme to ensure the training programme is as effective as possible.

LOSE THE POWERPOINT PRESENTATIONS

Don't use PowerPoint presentations to try and educate your teams. We repeat: Do not use PowerPoint presentations.

If you want your team to tune out from your training content immediately, then go ahead and use PowerPoint slides and embarrassing slide transitions.

If you want your training to fly, it has to be engaging. Make sure to include some static slides, but keep the core content in audio or visual form with activities and quizzes built throughout.

HOW WE DO THIS AT REDSEED — We ensure that all training content is built into bite-sized pieces and utilise video a lot!

INVOLVE YOUR TRAINEES

Ask your trainees to share their particular experiences with your particular training topic. There is so much valuable information your experienced trainees can contribute. This also means trainees will get more out of sessions when they hear and learn from their co-workers' experiences on the subject— not just an example shown during a presentation. This keeps your learning sessions varied and interesting.

Make sure to allocate some social sharing time into each module and remind trainees to come ready to contribute.

HOW WE DO THIS AT REDSEED — RedSeed is about changing behaviour and this is greatly improved by our lead-led coaching system that encourages discussion and feedback – building trainees confidence. This ensures long-term behaviour changes and it gets results!

MEET 'EM HALFWAY

A lot of the time, no one has leftover brain space during the workday to focus on training. But they might during their morning commute? Or while waiting at the dentist's office.

Meet them halfway and let them work through virtual, self-directed and on the job training – along with activities – in their own time, in whichever location, on any device. So long as you set a deadline for training to be completed, give them the freedom to work through their training when it works for them.

HOW WE DO THIS AT REDSEED — Any training content can be accessed at any time, on any device. Whether you're viewing on computer, tablet or phone – trainees can access the LMS and training content

KISS (KEEP IT SIMPLE, STUPID)

Keep your training simple. Don't blast your employees with a day-long intensive workshop. Split the learning into several bite-sized digestible modules, completed over a few months, to encourage stickability.

It is proven that short module learning is more effective than a single full day-long workshop.

HOW WE DO THIS AT REDSEED — This is one of RedSeeds core values. Keeping training uncluttered, easy-to-use, simple and user-friendly. We don't make modules or any of the implementation process more intensive than it needs to be. Simple as that...