



CUSTOM

VS

RAPID



ELEARNING

What is Custom eLearning?

eLearning built from the ground up by a team of professionals.

- Includes an in depth analysis of business objectives/training needs
- Tailored to your company and brand

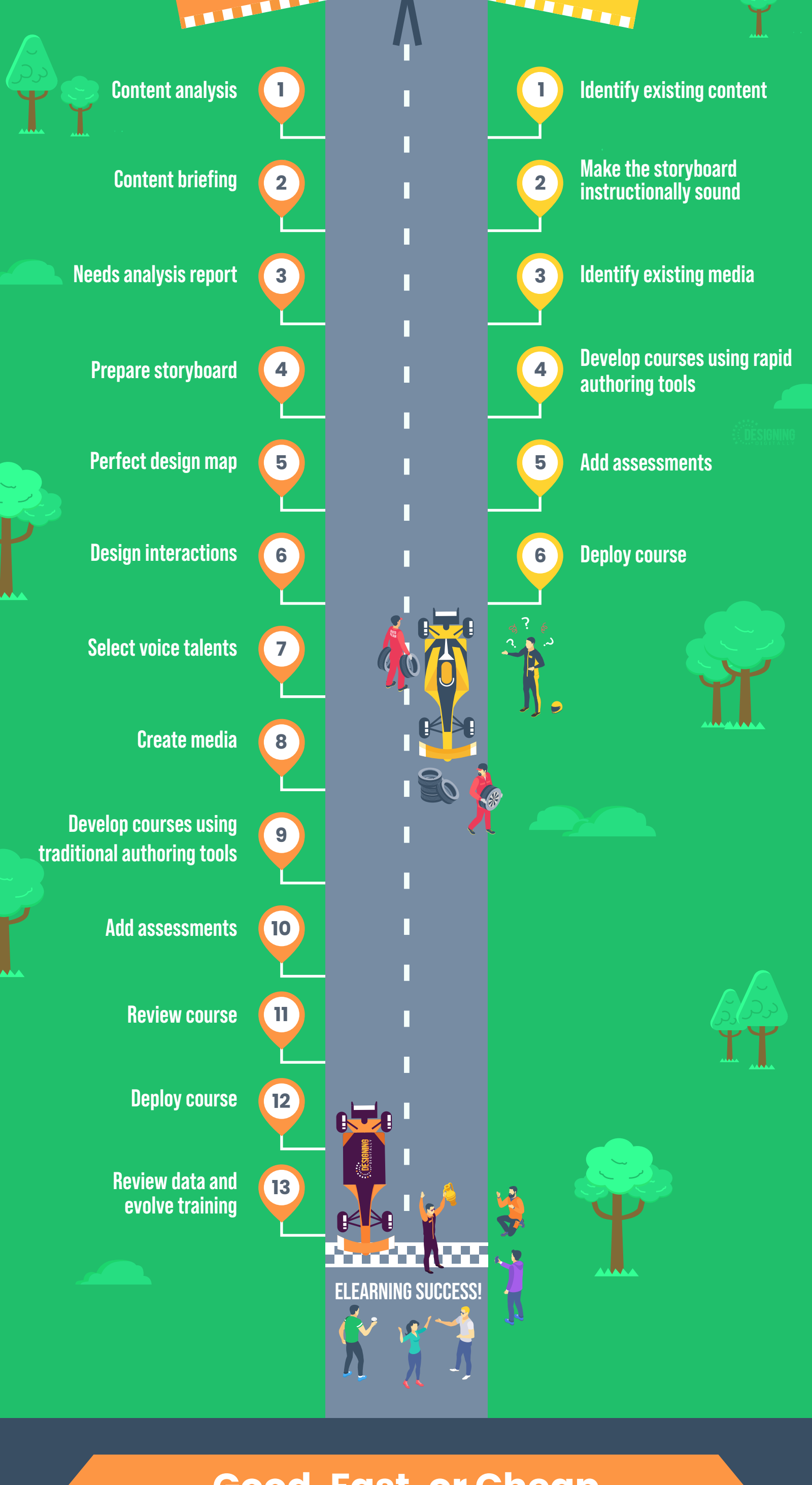
What is Rapid eLearning?

The quick development of eLearning using rapid authoring tools.

- Designed in-house, usually by an instructional designer
- Built in 2-3 weeks

The Race to eLearning Success

Review the timeline comparison of each type of eLearning development below to give you a brief idea of why exactly rapid eLearning is quicker than custom.



Good, Fast, or Cheap

When it comes to eLearning, you can produce something fast and have it be good, but it won't be cheap. Alternatively, you can have something cheap and fast, but it won't be good.



This is where the benefits of having a professionally developed custom eLearning course far outweigh the convenience of rapid eLearning. **As is the case with all eLearning projects, experience and skills are what make the difference.** Rapid eLearning may eliminate steps, but these are vital processes needed to ensure maximum effectiveness in a course.

QUALITY FACTORS

Custom eLearning

VS

Rapid eLearning

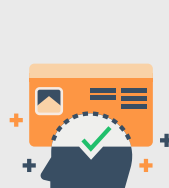


A custom eLearning team will pinpoint content needs so that you get all of what you need, and none of what you don't

Content



Often created in 2-3 weeks, rapid eLearning can cause designers to hastily integrate elements that don't provide any real value to the learners



Custom eLearning allows you to align your courseware with your company's values and branding exactly how you imagined

Creative Control

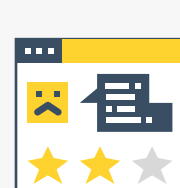


Rapid eLearning leaves little room for creative control due to drag-and-drop interactions and pre-built themes



Custom eLearning is crafted to create immersive scenarios and reality-based examples that are ideally suited for your industry/niche

Scenarios

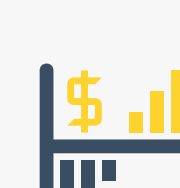


Rapid eLearning can cause those who don't have basic eLearning development skills, experience, or know-how, to end up with lackluster scenario-based results



While the initial costs are commonly higher, the long-term investment of custom eLearning courses is usually much lower as updates are often pre-included in post project packages

Updates



While quick to update, rapid eLearning modules can become repetitive or redundant over time, and buying different template libraries and stock photo subscriptions can quickly add up

The Value in Time

Custom eLearning course development gives you the opportunity to create an eLearning course that:



Created by a team of passionate experts



Offers custom data tracking and reports



Provides higher training return on investment



Meets your needs and matches your vision



Provides a boost in learner engagement and motivation



Is relative, interactive, and informative

In conclusion, you won't have to fit your expectations or standards into a rapid eLearning course. Ultimately, the learners will enjoy an eLearning course that includes the right mix of graphics and text and a perfect combination of multimedia tools and applications, based on their needs, and hand selected by professionals.

Ready to convert to custom training?

We're here to help! Ask us about our special offers.

CONTACT US