

OFF-THE-SHELF TRAINING CHALLENGES AND CUSTOM ONLINE LEARNING SOLUTIONS



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CUSTOM ONLINE LEARNING SOLUTIONS

WHAT IS OFF-THE-SHELF TRAINING?

Off-the-shelf training (OTS) is learning generally purchased from a third party and addresses a defined, pre-determined program or skill. Delivery options are present with OTS courses, although, the company is limited or has no ability to tailor the content according to the individual business and learners needs.

WHAT IS CUSTOM ONLINE TRAINING?

Custom web-based content is often developed in-house or by an eLearning vendor. The material is specifically designed to represent the organization's brand and meet critical employee and business initiatives.



THE PROBLEM



THE SOLUTION

TRAINING MATERIAL IS NOT TAILORED TO SPECIFIC COMPANY NEEDS

OTS learning solutions are designed for the masses. Courses are intended to teach specific needs and achieve certain outcomes, however, they do not align with every businesses' needs and leaves room for discrepancies and non-applicable information to be taught.

CONTENT IS DESIGNED TO MEET INDIVIDUAL COMPANY NEEDS

With customized online training, the learning objectives are directly aligned with individual business initiatives. There is a 100% fit with the goal being an effective learning experience that produces beneficial business outcomes. In addition, experts can conduct in-depth analysis' of organizational and employee needs, ensuring content motivates learners and creates the desired results.

LOWER COMPLETION RATES

If material is not tailored to the company's specific values and processes, employees are not able to see the relevance and form individual connections as easily. As a result, boredom and frustration can be created and completion rates are lowered.

HIGHER COMPLETION AND IMPROVED RESULTS

Customized training engages and motivates learners by connecting actual job scenarios to the learning objectives represented in the content, increasing the desire to complete the learning experience. As a result, the company's bottom line is positively impacted by the changes in employee behaviors.

SUBSCRIPTIONS OR LICENSES ARE NEEDED

The majority of OTS web-based courses require special usage rights and licenses. This means the pre-designed resources can only be utilized for specific practices and are unable to be resold or used for commercial purposes, requiring license renewals to maintain the eLearning content.

NO COSTS FOR SUBSCRIPTIONS OR LICENSING

Company tailored eLearning eliminates the costs associated for any subscription or licensing needs seeing as online content is owned by the organization after completion. This means businesses can access the learning whenever it is needed and update the content when necessary.

LIMITED OPPORTUNITY FOR COMPANY BRANDING

Typically, individuals are unable to incorporate specific branding elements into pre-built eLearning courses. This consists of logos, colors, and other factors that represent a company's image. As a result, the ability for organizations to establish their brand and build credibility is reduced and learners aren't able to connect as well to the generic content.

BRANDING CAPABILITIES ARE NOT LIMITED

A company's brand is specific to that organization, which is reflected in custom web-based learning. With eLearning solutions, important branding elements are utilized to reinforce company tenets, voice, and message and increase the ability for learners to personally connect with the training.