

# Online Education and Training - Is Your Business Capitalizing?

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Online education (eLearning), once an interesting sideline, has now emerged as a massive inevitable force in education and in Corporate America. In 2020, due to the Covid -19 pandemic, San Francisco was the first city in the country to close its physical work locations and to migrate workers online! This major social and economic shift is one Internet trend that is here to stay. With schools closing, teachers too, are quickly learning how to engage students online. Let's explore some very solid factors underlying the explosion of eLearning, current trends and drivers growing the industry and learn how your business can capitalize!

**eLearning Trends for 2019 and Beyond...**

**Harvard, MIT, Stanford and Berkeley Are Doing It!**

In 2010, the upward trend in online education hit a tipping point, when data showed a third of college

students took a web-based course - [Boston Globe](#). By 2018, online education became a juggernaut, with more than 6.1 million college students attending online courses - National Center for Education Statistics [Fast Facts: Distance learning \(80\)](#). In 2019, with more schools and colleges utilizing technology in the classroom, these numbers are projected to triple!

### **Corporate America - Online and On-Board!**

Industry leaders are also driving and endorsing online education. [Starbucks' College Achievement Plan](#) now offers full time employees an opportunity to earn their bachelor's degree with full tuition coverage at Arizona State University (ASU) - a top-ranked online degree program.

Corporate monoliths, like Amazon, Google and Apple, are quickly migrating a majority of their training courses to online (for both internal and external clients). They clearly see the benefits of online training in reducing costs and increasing productivity. Today, companies don't need to fly employees to 'brick and mortar' training hubs resulting in less time on the job. In addition, online training is cost effective because a company can pay a fraction of the coach's time for each student (per class cost versus coach's market rate). Online coaching requires no transportation costs, saving time, money and the environment by reducing jet fuel emissions and a building's footprint.

Today, you are not limited to hiring expert coaching in your area. Now your company has global reach in hiring SME's (Subject Matter Experts) from around the world. But buyer beware, make sure your coach has at least 2 years experience training online!

### **eLearning - What You Need To Know (From A Pro)!**

As a corporate trainer, with over 15+ years experience in developing and delivering workshops for Fortune 500 companies, including: Oracle, E\*Trade, Intel, Google, United and Sprint, I have been on the frontlines of the online revolution. At Sprint, I conducted all new hire training, executive coaching and national sales training online, in live interactive classrooms. So what do the big dogs know about online training...

1. **Prepare for Success!** Give employees ample time to prepare for online courses. Offer company-wide step-by-step instructions on how to download software. Schedule opportunities for employees to test their technology (from home or office) prior to class.
2. **Hire Experienced Online Facilitators!** Online facilitation requires a different set of skills from stand up training, due to the technical aspect of training. It is much harder to create an intimate learning environment online. Thus, always look for experienced facilitators (minimum 2 year experience teaching online), as we are not fazzled by technical difficulties and are skilled at keeping the class on track!

**Online Facilitator Standard of Excellence:** Facilitators must possess superior in-depth knowledge of subject matter, engage the adult learner, gain buy-in from diverse workgroups and use appropriate humor to make learning fun.

3. **Size Matters!** Lectures are one-way dialogues which can support larger audiences. Online, live training courses require high interaction. Keep class size manageable to avoid students disappearing - by muting and leaving the course without the facilitator's knowledge.
4. **The Key to Success - Engage The Adult Learner!** The key to conducting a successful online training course is to engage your audience. Excellent coaches elicit interaction from each student and put nervous tech resistant students at ease! Skilled facilitators employ online communication tools for engagement, such as breakout rooms (ideal for small group exercises) and polls.
5. **Always Invest in Customized Training!** An excellent coach inquires about your training goals and develops content to solve for your unique business needs. With customized content, facilitators can gain buy-in from diverse work teams quickly by personalizing the presentation deck with company photos and cultural references. Personalization helps student engagement and retention soar!

### Key Take-Aways

1. **Online Training is here to stay!** It's cost effective and gives your company access to global experts and not just experts in your area.
2. **Always hire an experienced online facilitator (minimum of 2 years experience).**
3. **Invest in customized online training content for optimal comprehension in the adult learner.**
4. **Prepare your workforce for success! Provide step-by-step instructions and ample time to test technology to ensure students are not distracted or inhibited by the use of technology.**

### ABOUT



**Denise Blondo, CEO, BetterChoicesTraining.Com**

**Denise possesses over 15+ years experience in developing and delivering workshops for Fortune 500 companies, including: Oracle, Google, United, Intel and Sprint.**

**She excels at gaining buy in from diverse work teams and motivating the adult learner for lasting behavioral change.**

To learn more about Denise Blondo go to [www.BetterChoicesTraining.Com](http://www.BetterChoicesTraining.Com)