OpenSesame

Choosing the right elearning courses for your L&D program

Spencer Thornton is the VP of Content Curation at OpenSesame. He brings more than 15 years of experience in the elearning industry to lead the content strategy at OpenSesame. His team helps companies curate the best courses for their training programs to increase elearning utilization and employee engagement.
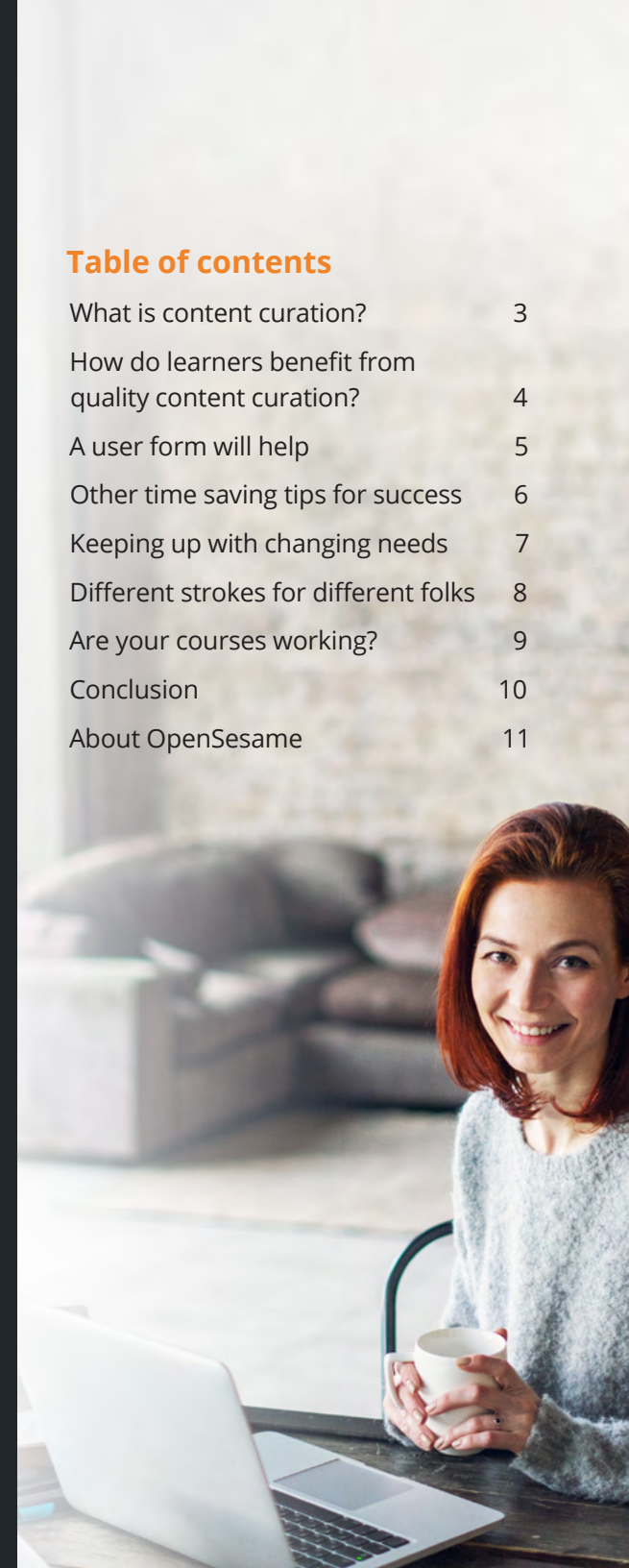
What happens when learners take the right elearning courses?

Offering more courses to your learners increases employee participation in training programs, but providing **highly relevant** courses can drive the highest employee engagement. But, how do you choose the right courses that are highly relevant for your organization efficiently and effectively? This eBook will help you save time so you can prioritize course curation, address the challenges L&D professionals like you face when evaluating new courses, and how to strategize for future success.

What is **content curation?**

As a curator, you sift and sort through large amounts of content and present it in a meaningful and organized way, so ultimately your audience can derive value from it.

It's safe to say that Spotify would have 50% fewer subscribers and Netflix would have 80% fewer subscribers without quality content curation capabilities for members.

Here are some examples of content curation:

50%

of Spotify's 100 million users globally are listening to human-curated playlists, which cumulatively generate more than a billion plays per week.

80%

of what Netflix members watch comes from Netflix Recommendations

What is content curation?

How do learners benefit from quality content curation?

1

Makes it easier for learners to find what they are looking for

2

Demonstrates that you value your colleagues' time by sourcing content for them

3

Preserve quality of learning program

4

Drives repeat usage and creates lasting value

A training request form will help determine approach

"I just don't have the time to go through all of this content. It's so time consuming and I'm overwhelmed"

This is the most challenging problem to solve. One of the best ways to save time is to create a pragmatic approach to handling internal requests (training needs analysis). By building a simple form for content requesters to fill out, you can easily see how many requests you are getting, how often, which department has the most need, and define the budget early.

A training request form will help your approach and analysis

Here are some questions to consider for your form:

- Who is asking?

- For what purpose?

- How many people need this training?

- When do you need this training?

- How detailed does the training need to be?

- Ideal seat time?

- In what language(s)?

Other time saving **tips for success**

1. Carve out time to review two courses **every day**

2. Lean on your learner population and involve more people in the selection process

3. Have your content providers do mapping for you

4. Hire a curator to have on staff

OpenSesame is seeing an increase in customers hiring a curation specialist to have on staff.

Time saving
tips for success

"My catalog isn't keeping up with our ever changing needs. We can't find content that will check every box our organization is looking for."

If this describes you, we have a few tips to help based on experience with customers that are looking for a specific course in niche markets.

1. Focus on your priorities, ask yourself do we buy it? Do we build it? Do we have it built for us?

2. Make sure you are working with training organizations that can keep up. Ask them to show you their roadmaps, what is on the horizon.

3. Consider customizing an existing off the shelf course. Logo, colors, language, adding a page, removing a page can be very inexpensive and quick to turnaround.

Content that
keeps up with
changing needs.

Different strokes
for different folks

Many companies today support a multi-generational workforce with ages ranging from 18–80. This has huge implications for L&D professionals looking to meet the needs of Millennials to Baby Boomers.

How does one go about curating content that will be liked and beneficial for all, when clearly one size doesn't fit all?

Strategies for accommodating a diverse workforce:

- Look at multiple providers or a provider with a subscription model that gives you access to different types of courses

- Survey your learner population and ask what they are actually looking for

- Involve more people in the selection process
  - **Do not** pick courses all by yourself!

Different strokes for different folks.
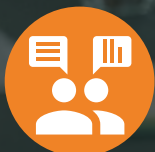
Now that you have chosen, built, or customized your courses, how do you know if they are actually working?

**Our advice: Don't do it once and call it done.
Always keep evaluating.**

- Look at course ratings by provider, by learner, by department

- Survey your learner population

- Engage in hallway and informal discussion with peers

Always keep
evaluating

Conclusion

Curating elearning courses can seem like a time consuming and overwhelming task that often goes unprioritized in L&D programs. Implementing some of the strategies from this eBook will help save you time and give you additional considerations to take when choosing elearning courses.

Checklist for success

1. Make finding courses easy for learners

2. Use forms to prioritize internal requests

3. Set aside time to review two courses every day

4. Lean on your content providers to do mapping

5. Hire a content curator

6. Consider customizing off-the-shelf courses

7. Survey your learner population

8. Use multiple course publishers

9. Don't do it alone! Involve more people in the selection process

About
OpenSesame

OpenSesame

With the most comprehensive catalog of elearning courses from the world's top publishers, we are here to help you every step of the way, from finding courses, mapping them to your core competencies, syncing them with your LMS to increasing utilization and improving your L&D programs. Not only will you have the flexibility of multiple purchasing options from OpenSesame, you'll find it simple to use and administer your elearning courses.

For more information, please visit **www.opensesame.com.**