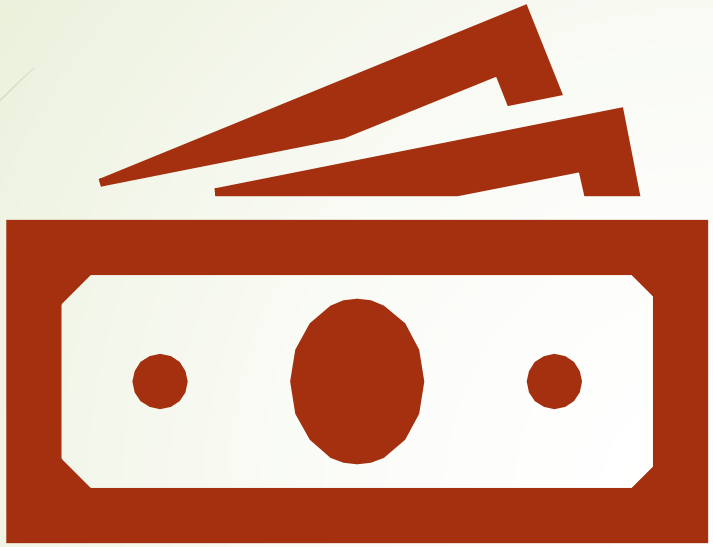

Creating Training Programs Without Breaking the Bank

Organizational Analysis:

The first step is to conduct an organizational analysis to determine the need for training, support by ownership and management and any available training resources.

Person Analysis:

Identify who needs training and their readiness for training.

Task Analysis:

Identify the tasks, knowledge, skills and behaviors the employee will need to be successful.

Questions to answer:

1. What skills or behaviors do they need to know?

2. What’s the time frame?

3. Is there pre-existing materials?

4. Which authoring tool are you going to use?

5. What is the skill level of your training personnel?

6. What types of training do you utilize? face-to-face, internet, e-learning, distance, internal, and external.

7. Have you considered contracting training?

Training Methods

1. Traditional Instructor lead
2. Flipped classroom – study & research at home, activities in classroom
3. Social media – blogs – discussion boards
4. Wikis – RSS feeds – chat rooms
5. Webinars – online/computer – E-learning
6. Mooc's (massive online open courses)
7. Mobile hand-held devices
8. Blended learning
9. Podcasts
10. Vlogs

Content Creation Principles

1. Keep it short
2. Keep it simple
3. Make it familiar – memories and experiences
4. Create emotions
5. Use creative repetition – repeat key points differently
6. Keep changing the way you communicate

Content must be:

1. Multi-modal – audio, video, graphics, screen text

2. Multi-platform – smart phones, laptops, tablets, e-books, Mac , Windows

3. Personalize able – on demand, non-linear, shared authorship

Content Curation

Models of Curation

1. Aggregation – assembling the most relevant content into one program.

2. Distillation – reducing content into only the most important relevant content.

3. Elevation-creating large trends from small ideas.

4. Mash-ups – using content from different from several sources to create a new point of view.

5. Chronology – shows evolution.

Modes of Training Delivery

Video

Video forms:

1. Sequence video

2. Talking head

3. Screen capture

4. Animation

Course Delivery Tools:

1. Talking head
2. White board
3. Flat screen tv – slides and clicker
4. Paper easel
5. Voice over slides – power point conversion
6. Tablet
7. Webcam and slides

Important steps for training videos:

1. Plan ahead
2. Stay focused
3. Sync your video and voice.

Recording phone video:

1. Hold phone correctly – Landscape
2. Use rule of thirds – grid marks
3. Use to 2/3 line to remove headroom
4. Use left or right 2/3 line for looking space

Lecture capture programs:

Camtasia - windows
Screen Flow – Mac
Ispring
Captivate 360

Low cost video editing programs:

Windows Moviemaker

I movie for Apple/Mac

Popular free video platforms include:

Vimeo and YouTube

Using YouTube:

You can set up a company page but there may be privacy concerns.

1. If you have 50 people or less click the private setting.

2. Use the unlisted setting

Audio

Low cost audio editing software:

Audacity for Windows

Garage Band for Mac

Graphics

Graphics include:

1. Photos
2. 3-D
3. Illustrations
4. Silhouettes
5. Icons
6. Graphs

Royalty free stock photos, images and graphics:

1. iStock
2. Shutterstock
3. Flickr
4. Pexels
5. Life of pics
6. Burst
7. Freerange

Methods for distributing digital training:

1. E-mail
2. Weblink
3. Podcast
4. Streaming
5. Embedded
6. LMS

Digital media tool kit:

For computers –

USB Microphone
Logitech C920 Webcam

For Smart Phone –

Rode Video Mic ME
Lens kit

Learning Management Systems

Wanted LMS functions:

1. Gamification
2. Mobile apps
3. Certificates
4. Built in course editor
5. User interface
6. Multimodal
7. Integration
8. Communication
9. administration

Creation process:

1. List lectures
2. Group into modules or sections
3. Create course outline
4. Create a spread sheet
5. Add enhancements

Average online courses range 4-6 hrs.

Average number of modules = 5 (4-5)
Average number of lectures per module = 5 (4-10)
Average number of lectures = 25 (5-20)
Average length per lecture = 10 min. (5-20)
Average time to make 1-hour video = 6 hours (4-8)
Average course length = 4 hours (1-20)

Popular LMS programs:

Ispring Learn
Docebo
Litmos
Matrix
Talent LMS – has a free version
Moodle – has a free version

Pete Warner

Warehouse Training Academy

816-896-3032

pete@warehousetrainingacademy.com

warehousetrainingacademy.com

www.linkedin.com/in/petewarnertraining