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How much does eLearning cost?

Learning department is interested in training employees as effectively as possible. But regardless of the importance of employee training, the accounting department will always ask the same question: "How much does eLearning cost?"

Cost of e-Learning: 4 questions to ask

Whether you have a budget to respected or you have no spending limits, it is important that you consider the cost of eLearning. Here are some questions you should ask yourself to make sure you know what you are paying for, and what you are getting.

1. Who creates the training content?

If you create the training content by yourself, you can save on eLearning production costs. This way the eLearning company will take care of receiving your content and creating the online course that conforms to the SCORM standard.
If your online training provider creates the content of the eLearning course, the cost will be higher.
Clearly, simple topics that do not involve research will require less work and will be less expensive than an eLearning course with technicalities or complex content.

2. How important is narrative for you?

Studies have shown that people learn more effectively when the content is organized in a narrative.
Professionals specialized in storytelling education will get paid more because the creation of an eLearning course that provides training can tell a compelling story at the same time requires a lot of work.

The Discovery Method offers an interesting compromise. This method serves to bring our personal touch into the online learning path. It implies that it is the student himself who inserts his / her own experiences into the learning module. The production of courses that follow this method is more expensive in terms of hours of work and costs, but the advantage is that the students themselves create the story as they advance in training. This not only reduces the challenge to the production team, but also personalizes each experience.

3. Do you need to localize the training?

If you wish to create a course for a workforce located in different areas of the globe, you will need to create ad hoc training for each region.
At least, you will need to have the content translated into different languages. Whichever supplier you choose, you must be sure that it is a professional translation agency.
You might be shocked at the news that many rely on Google for translations. Google Translate is useful, but when it comes to fine-tune the contents of the course it is not the right choice.

4. What functions will you include?

You can develop a presentation quickly and without cost using free software. Using a basic template, you can renounce to all the additional marketing stuff and to the costs associated with them.
The greater the time, effort and functions you add to your eLearning course, the more it will cost. However, if the course is not well developed, you will not make a good impression on your employees.

Ultimately, the question should not be how much it costs, but how much it is worth.

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