ELEARNINGNEWS ARTICLE

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Evolution of digital content technology and eLearning strategy

LMS is the main tool for managing eLearning training, but business strategy is essential.

Technology is constantly evolving and eLearning must take it into account. Digital content in eLearning can include a wide variety of media: animation, video or interactive videos, simulations, games, storytelling, case studies, questions, tests, activity-based evaluations, micro-learning and much more.

First of all, **to stay up-to-date on eLearning trends**, it is essential to ensure that the corporate training and IT departments have a shared and well communicated internal strategy.
Secondly, it is certainly important to ensure the right mix of digital media seen above, but it is also important to use the most appropriate and up-to-date systems to train employees: LMS.

When the staff accesses an LMS to receive training, it means that both the company and the employees are working towards a learning objective. The ideal way to encourage and maintain this commitment is to do it through the most appropriate tools, including:

- An **LMS** for monitoring individual training progress: if there are gaps in employee knowledge, we can identify effective ways to address them by enhancing and aligning teams.
- An approach to **tailor-made training**: each employee learns with different methods and speeds and sometimes the best training approach is to prepare the right mix of learning tools to meet different types of users and needs.
- **Gamification** conveyed through games and quizzes: lightens the most complex contents, can create team spirit and reinforce the knowledge learned and its application at the workplace.

Often eLearning courses are the way for taking **compulsory and refresher courses** regulated by various authorities. These courses must be completed in order for organizations to demonstrate that they are compliant with a standard or have been assessed as eligible to offer a particular product or service. Therefore, it will always be necessary to update the contents of the training with the new regulations.

In general, some useful tips are:

? Keep the contents of the courses updated;
? Be sure to provide responsive courses (available in the right format for each medium: smartphone, PC, tablet)
? Monitor training data to analyse what works and what does not and have meaningful data to support business decisions.

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