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How to create successful e-learning content for large companies

Creating a successful e-learning course for a large company means using techniques that help employees learn quickly and memorize knowledge, but above all practices adaptable to different departments, usable with a very large user base.

When a course is created for large organizations, the e-learning course teacher must take care of managing large numbers of users, generally between 2,000 and 20,000. It is therefore necessary to create a training program that reflects the real needs of the company and its employees, which are many and varied. Therefore, it could be useful to create a catalog of mandatory courses for all employees and, subsequently, different specific training courses aimed at small groups or each employee, depending on the type of task performed. For example, issues of broad interest could be considered, which concern the entire corporate population, proposing courses in the field of compulsory training, in order to learn the regulations that all employees are required to know and then increasingly expand the field of application by means of induction courses for the training of new employees, courses to introduce new software in the company or to train the sales network on the product. In this way the audience targeted by the training will be able to involve new types of users within the e-learning platform, for example external collaborators, suppliers, customers, etc.

In fact, implementing an e-learning project in the company offers the freedom to create a virtual classroom with hundreds of participants online in real time and with maximum interactivity, or the possibility of recording a videoconference and transforming it into training content and, again, the possibility of tracing the training of people participating in synchronous or asynchronous lessons in single student record.

Training in e-learning mode in the company can also be useful in outlining and visualizing company processes and procedures to facilitate understanding. It is no coincidence that visual thinking and representations through infographics facilitate the understanding of concepts within online training paths. Even existing PowerPoint content can be reorganized and transformed into multimedia video tutorials. Another method that can be managed independently by the company is that of training via webinars in which the intervention of the trainer or the slides used to support can in turn become content for the e-learning courses.

In a large company you need to be able to handle large numbers, even for what concerns e-learning training. It will therefore be necessary to create a catalog of mandatory courses to learn the regulations that all employees are required to know, but also different specific training paths aimed at small groups or each employee, depending on the type of task performed. The important thing is that the courses do not present the contents in a too redundant way, but rather in a schematic and visual way to facilitate and make the understanding of concepts more enjoyable.