

# How to mitigate online training globalization risks

*What are the risks for eLearning training coming from globalization and how to dominate them?*

Would you like to expand your online training program on the global market or are you already heading in this direction? The main players in every online education project on a global scale remain content developers, learners, trainers, project managers and system administrators. Every transaction of information between these professionals is delicate. For example, hackers could tamper with and modify information as they are transferred or uploaded. Below are 5 risks for online training linked to globalization and respective suggestions for dealing with it.

## 1. Monetary risk

One of the main risks from globalization of online training is undoubtedly the market risk. Will your company turnover increase or invest resources without a substantial return?

### Exploratory market research

to minimize monetary risk. Analyse market demand before distributing your online training course in multiple countries. This way you can avoid proposing a course in a country where it is not required. Furthermore, market studies can also gives info on competition and prepares to compete at the best.

## 2. Copyright risks

Content creators develop training materials that remotely are accessed online: the possible risk of illegitimate use of material by users is high. Online tutorials and other training materials are at risk of being shared once students have been reached. If the appropriate security protocols are not available, practically any online training material can be stolen, shared or re-used illegitimately.

### Digital Right Management for online training resources

Digital Right Management (DRM) must be used for copyright protection and license agreement. The DRM ensures the security of online training content and prevents unauthorized copies. The use of DRM assures the authors that the educational material they share is safe: they will be pushed to collaborate with your company without fear.

## 3. Risk of content quality

Content quality is strongly influenced by culture and puts your reputation at risk. "For example, the content of online education that is valid for one culture can be considered non-standard for another, based on social norms, beliefs and personal bias".

### Careful planning and testing of training contents

With careful design and testing procedure you can minimize the risks related to content quality. Make sure your training programs meet the needs of each of your target groups and verify (via focus groups) their reception effectiveness for each region you are interested in.

## 4. Risks for privacy

Online training programs sometimes involve online discussions. The information contained in these "chats" and the login information are stored electronically. If the security measures of the Learning Management System are not the best, this entails great risks for the privacy of the participants.

### Encryption

Encryption will prevent third parties from accessing private information, preventing cases of privacy violation. Students will not have to worry about their data ending up in unfamiliar hands and will be more likely to participate in the online training experience. Another security precaution is the use of firewall controls external to access to the LMS platform. With a strong firewall, direct access to the local network is prevented, so hackers are blocked.

## 5. Management of high initial costs

When expanding your market, assuming high initial costs is logical: new technologies will be needed, new staff, adequate training for teams ...

### Correct planning and budget

It is better to leave a margin of unexpected costs in your budget for internationalization, but you can minimize the initial costs by creating a detailed history and an accurate budget from the beginning.

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