ELEARNINGNEWS ARTICLE

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Storytelling and scenario-based learning, some concrete examples

Creating a realistic scenario and telling a story that learners can use in the workplace is a great way to maximize the involvement and effectiveness of an online course. Here are some concrete examples.

We have already dealt in other articles with the theme of scenario-based eLearning and scenario-based storytelling.

Telling a story that helps to increase sales, comply with new regulations or make decisions in the workplace gives a touch of realism to an online course that, in this way, is felt closer to the working life of the beneficiaries. The two tools used in e-learning to involve beneficiaries are storytelling and the scenario. What is the difference and how can they act together concretely?

Storytelling and scenario-based learning compared

Technically, storytelling is the ability to tell a story where there is a protagonist, various vicissitudes and a finale in which the difficulties are overcome. The scenario, instead, is a story with fictional characters, but realistic, which poses a real problem and requires the listener to decide to help the character find the solution. Storytelling, so it is the art of telling a story that involves emotionally and the scenario the art of lowering a story into the reality of the beneficiaries, making them act. It is therefore easy to integrate the storytelling technique into the creation of a scenario as in these examples taken from the web.

Increase sales with an online course

Sara is a fictional character who works in a company that has to launch a new series of products on the market. The head of Sara's department asks her to increase sales by suggesting to customers the most suitable product for her needs. Sara's problem is that instead of listening to customers when they talk to her, she is distracted by the sales target to be reached and always ends up recommending the wrong product, which the customer refuses promptly. All this can be presented with photographs, audio in which a potential customer interacts with Sara, an interactive quiz where the beneficiary must be to make the right choice. Will Sara manage to develop her listening skills and achieve sales goals?

Ensure compliance by exercising with a scenario

Giulio is a Compliance Officer and must ensure that his company meets the requirements regarding the protection of personal data. By himself, however, he would not be able to reach all the departments concerned in time and asked some staff members to help him analyze the situation in the departments before organizing a training course on GDPR compliance. To each assign's questions that, obviously, highlight some critical issues. Will Giulio's employees be able to understand what are the critical issues in the various departments and help them draw up a list of training needs? A video game, a PowerPoint presentation or a video can illustrate this scenario.

The technique of storytelling is easily used within a scenario, a realistic story but with fictional elements. Together they help the beneficiaries of an online course to identify themselves with work situations that could really occur and learn to act to solve problems. All with the multimedia that only e-learning can give to corporate training.