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Strategies to promote a new corporate culture with eLearning

What strategies can be adopted to help change behavior in the company through online courses? Events, challenges and social learning are the key words.

The purpose of an online business course is not only to analyze the needs of the beneficiaries and deliver the training contents through an LMS, learning management system. To be truly effective an online course must be able to generate in the beneficiaries the necessary response to use the knowledge learned to improve their work performance. In other words, it is not enough to prepare the perfect content in the video, audio and text format best suited to the beneficiaries. We must also involve the beneficiaries of the course and encourage them to change their way of performing a part of their work by exploiting the skills acquired. Nothing could be more difficult, given that behaviors are part of an established corporate culture that no online course can magically modify. Thanks to its versatility, however, e-learning can take advantage of different channels to accompany companies and course beneficiaries on their journey towards a new corporate culture.

Create events to launch an online course

The first way to involve the beneficiaries is through social interaction. If events help companies achieve their sales goals, they are also a way to build a community of beneficiaries for online courses. The analysis of the needs or the launch of the course itself may take on a different form from a simple questionnaire or an email communication. If instead of answering an application with an X you participate in a brainstorming and if instead of reading the communication about starting an online course you participate in an event where the course will be presented with videos, role-playing games or a demonstration of the lessons , surely the beneficiaries will have something to remember. The first step in the path of change is precisely the openness to a new experience.

Use social learning to promote eLearning content

During the online course it is useful to bring the community of beneficiaries to communicate even outside the course activities. Social media can be a very valid tool for re-proposing training contents in the form of micro-contents. In particular, if you use short videos to reinforce the online lessons, you also get better involvement from the beneficiaries. Beyond the review, social media and discussion forums are a way to share doubts, experiences, information that can be commented and made one's own. The second step on the path to change is the appropriation of this new experience that becomes part of one's life.

Launch challenges on the content of an online course

Challenges serve to move from theoretical knowledge to practice of this knowledge. Depending on the sector, be it security or sales, ad hoc challenges can be prepared to use the knowledge learned: report a real conversation with a client, make a practical demonstration of a security problem. The challenge is another way to reinforce positive behavior as winners get a prize (virtual or real). Another step in the path of change is to act, to get to work so that something really changes.

The launch event of an online course, a social space to confront the other beneficiaries, a challenge to move from theory to practice contribute to creating new approaches, attitudes and values around what has been learned, strengthening positive behaviors. E-learning is not the magic cure for changing corporate culture, but it is certainly an essential part of this journey.