ELEARNINGNEWS ARTICLE

Year 4 - number 95 Wednesday 15 january 2020

Why eLearning is the future of corporate training

Many companies, internationally, are relying on eLearning for corporate training.

A 2017 Small Business Trends article, in fact, already prophesied that 98% of companies planned to use this type of online training courses by 2020. Regardless of the percentages, it is certain that eLearning is becoming an indispensable tool for businesses.

Traditional corporate training does not always adapt to the times and needs of workers and businesses. What are the added values that eLearning offers to company training? First of all, workers can access the eLearning platform and course at any time of the day, even during work breaks, with the possibility of practicing through quizzes or reviewing content.

This constant, flexible and rapid access to content also gives the opportunity to adapt to the study methods of each worker and, consequently, to allow better storage and use of the information acquired. Furthermore, everything is always at hand because online courses are available not only on the computer but also on the smartphone and tablet, making training more usable and engaging, also thanks to strategies such as gamification.

These are just some of the advantages for companies all over the world. Creating ad hoc online courses means following a natural trend that not only offers benefits to the company, but also to workers. Still not convinced of the benefits of eLearning for businesses? Here are other clues that show that online courses will be the future of business education:

- **Reach all employees**: especially in large international companies, eLearning allows all workers to access training, without the need for travel. This solution is even more useful if there are several freelance workers;
- **Cost reduction**: one of the most immediate advantages for the company is the reduction of costs. Offering an online service, in fact, means reducing costs for organizing an on-site training course and for moving and staying employees. The money saved can be reinvested in other corporate projects and in initiatives aimed at increasing the well-being of workers;
- **Diversification of training**: workers can choose which courses (or which parts of the course) are the most suitable online to improve their work performance and to achieve their professional goals;
- **Train new employees**: eLearning is the easiest and fastest way to train new hires. With the help of a tutor and a well-structured online course, in fact, the worker is more likely to integrate within the company and to offer good performance immediately. This reduces the risk of the employee leaving the company due to a lack of "connection".

Article taken from eLearningIndustry