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Rapid Guide

How to **Design** Rapid E-learning

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Rapid Guide

How to **Design** Rapid E-learning

In 20 minutes you will understand:

20 mins

- What the key models for designing rapid e-learning are
- When to use each of them
- How to use them.

What's a learning model for rapid e-learning?

Learning models are patterns of interactions and activities to ensure any learning you create is effective. Using a learning model when developing rapid e-learning allows you to accelerate your writing and development by giving you a repeatable structure to follow.

You can use the models in this Guide to create a set of content templates in PowerPoint which allow you to structure content rapidly and slot it into the steps of the model.

This approach will help ensure your learning design is consistent and effective.

What you need to know first

These are the factors that you'll need to bear in mind to guide your design approach.

Audience: For example, technical audiences generally want step through detail; sales people need quick, action oriented learning; inductees need layered information with optional levels of detail

Subject matter: For example product knowledge will need a different approach to systems training; behavioural skills will also need a different approach.

Time and budget: Ensure you know what your time goal for delivery is and the budget available. These factors will influence your choice of approach.

Rapid angle: Rapid e-learning is adult learning

Rapid e-learning is fast, focused, and pragmatic. It's very closely aligned to the principles of adult learning. When you select a learning model and begin to design your rapid e-learning, you should be guided by the principles of adult learning.

- Goal-oriented: Be clear that the learning will enable them to achieve a specific goal or objective

- Relevancy-oriented: To engage, be relevant. The task at hand is the most important

- Practical: Focused on what is most useful to them in their work

- Uses stories: Stories are excellent for taking others' experience and packaging it to root itself in the memory more deeply than facts and procedures.
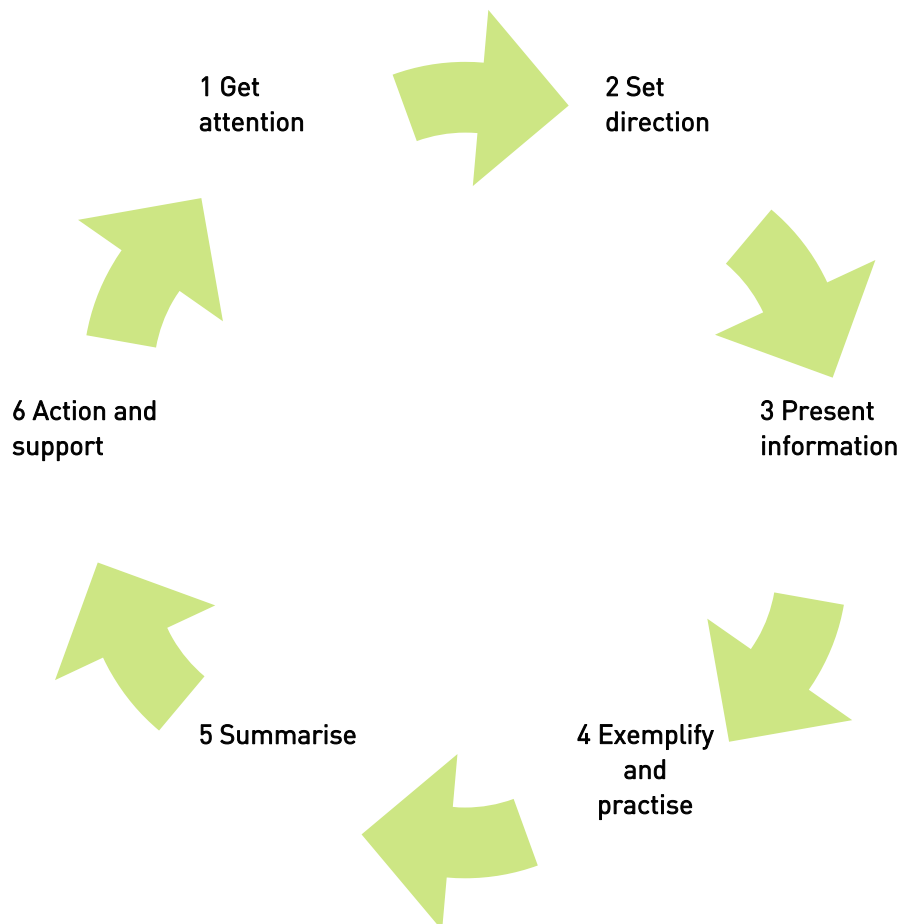

Two models for rapid e-learning

In this Rapid Guide we outline three models from rapid e-learning that you can use to create a solid structural foundation for your rapid e-learning

1. Rapid Step model
2. Systematic model.

1. Rapid Step model

The rapid step model takes some tried and tested elements of standard e-learning models and recasts them for use in rapid e-learning.

1 Get attention

2 Set direction

3 Present information

4 Exemplify and practise

5 Summarise

6 Action and support

Rapid Step	Comment
Step1: Get attention	Ask a question on the subject or prior experience; share a key fact or shock statement In rapid e-learning this means an introductory presentation or reflection screen
Step 2: Set direction	Be clear about what you are going to cover and how it will benefit the learner In rapid e-learning this could be handled by a sponsor's message or brief introductory page
Step 3: Present	Put over all the relevant content concisely In rapid e-learning think about providing only the top layer of detail in the presentation. Additional or in-depth information should be handled in linked in as supplementary documents or web pages
Step 4: Exemplify and practise	Demonstrate the learning through example or case study how the knowledge is to be used. Ask questions to check comprehension In rapid e-learning, think about linking in case studies or examples as supplementary documents or links to web pages
Step 5: Summarise	Give a clear wrap of the key information. In rapid e-learning you could consider including a closing message from your sponsor if they were used at introduction
Step 6: Action and support	Show what to do next in terms of the job role and where to get more support In rapid e-learning, you could embed links to online resources such as FAQs, intranet pages or create links to subject matter experts or online events such as webinars

When to use Rapid Step

This model works best for:

- Process and knowledge based learning
- Product knowledge training
- Procedural training
- Induction
- Technical knowledge
- Behavioural and softskills training.

Kineo has developed a series of 'flatpacks' which apply this model and include 'ready to use' content for a variety of these topics to really help you hit the ground running. See www.rapidelearningstore.com for more details.
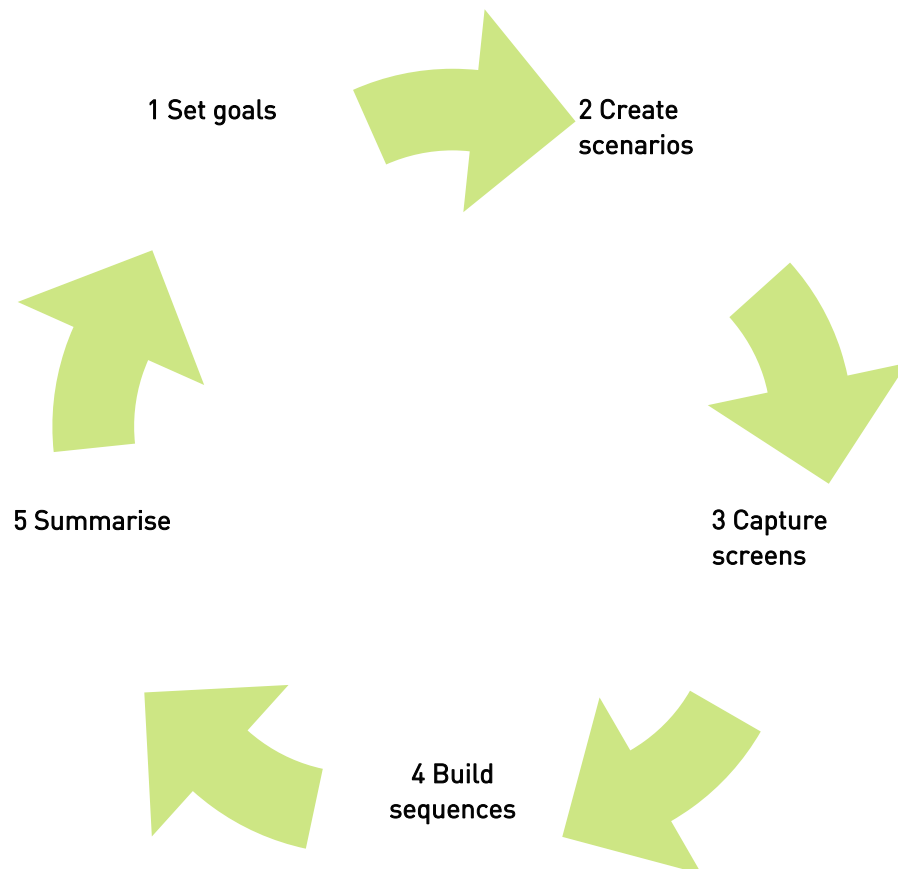
Case study: Rapid Step model in practice

You need to develop a 20 minute Product Knowledge module on a new painkiller for a pharmaceutical company. Here's how Rapid Step works to structure the training:

Step 1:   'Did you know we're losing market share?'; ask about the USPs of similar products

Step 2:   Indicate that the module will cover a product update

Step 3:   Describe the difference with the new one

Step 4:   Case study and practice scenario

Step 5   Summarise the new points

Step 6:   Ask for a personal action plan for the next round of surgery visits by offering a proforma to complete.

2. Systematic Model

If your aim is to create rapid IT systems training, use the following model:

1 Set goals

2 Create scenarios

3 Capture screens

4 Build sequences

5 Summarise

Systematic Step	Comment
Step 1: Set goals	What are the key goals in the system? Does everyone have to know every function in detail? Prioritise the business critical ones In rapid e-learning this means working quickly with the business to identify critical points of pain. You could do this by phoning a sample of people doing the jobs, holding a conference call with line managers or sending a quick e-mail questionnaire. See Kineo's Rapid Guide on how to rapidly identify real training needs for more
Step 2: Create scenarios	For each of the critical tasks, create an end to end scenario which reflects the business process. E.g. Is it a customer call handling system? Walk them through a series of typical customer calls. Context, best-practice tips, key changes from the old system can all be highlighted here In rapid e-learning you can do this by having a go on the system yourself, interviewing the system analysts or developers, or getting managers or competent staff to walk you through their top five or ten tasks, at their desk
Step 3: Capture screens	Plug into the system and capture all the screens you need using a suitable screen capture tool such as Captivate or Camtasia In rapid e-learning you should try and do this at the same time as you walk through the scenarios
Step 4: Build it	Map the scenarios to the screens you've captured and allow users either to view the processes as animations or try them out directly. Don't force them to sit through animations if they want to have a go! In rapid e-learning, if you have prioritised scenarios, build the most critical first. Be ruthless in cutting out redundant or infrequently used functionality. Try to work with a subject matter expert to do some rapid testing
Step 5: Summarise it	End with a checklist of key tasks elements or hints and tips to remember

When to use: Systematic Model

Use this systems modelling approach for any training based on a technical system which required tasks processing based on rigid workflows.

Note that systems simulation training such as this will only allow one route through the training – so if your system allows multiple routes, you will need to deal with these exceptions in guidance notes or illustrative screens.

Case study: Systematic Model in practice

A Bank is changing its customer system and completely revising its workflows as a consequence. New staff and existing staff need to be trained.

Step 1: Set goals
They define a number of end-to-end task goals for the top 10 critical tasks by interviewing supervisors and systems designers or through quick e-mail questionnaire.

Step 2: Create scenarios
They set out the customer scenarios which map to these goals by interviewing a small sample of high performers / supervisors on a conference call or by sitting with them.

Step 3: Capture screens
They capture screens from the system using an authoring tool (see table below). Ideally, do this at the same time as Step 2.

Step 4: Build the training
All the elements are assembled to make the training. Do some rapid evaluation by getting one of your step 2 experts to run through what you've done. Make a list of amendments or task exceptions to publish with the training.

Step 5: Summarise it
Provide the key steps and actions in the form of checklists or flow diagrams.

Choosing the right model

If you need advice on how to choose an appropriate model, and a tool to create the relevant learning, see the table below.

Need	Model	Tool Shortlist
Develop simple induction training	Rapid step	Adobe Presenter Articulate Lectora Atlantic Link RapideL
Develop behavioural induction training	Rapid step	Lectora Atlantic Link
Develop product knowledge updates	Rapid step	Adobe Presenter Articulate Lectora Atlantic Link
Develop sales techniques training	Rapid step	Lectora
Develop technical or process training	Rapid step	Adobe Presenter Articulate Lectora Atlantic Link
Develop systems process training	Systematic	Wink Captivate SST Camtasia

For more detail on these tools, see Kineo's rapid authoring tool selection matrix at www.rapideleanringstore.com.

Key actions

How to **Design** Rapid E-learning:

- Know your audience and their objectives – choose a learning model accordingly
- Be clear about what business issue you are addressing and focus only on the 'need to know'
- Choose the model that works best for your content type:
    1. Rapid step for process and knowledge based learning
    2. Systematic for technical systems training.

Take it further

What do you want to do?	Check out these Rapid Guides
Make the e-learning work in a blend?	How to Design Rapid E-learning Blends
Determine which authoring tools best suit your needs in more detail	Rapid Authoring Tool Selector
Start building your product knowledge?	Product Knowledge Template
Design induction training?	Induction Template
Design soft skills training?	Soft skills Design Template

All these and more are available at Kineo's Rapid E-learning Store:
www.rapidelearningstore.com

For more information on Kineo's rapid e-learning services:
email rapid@kineo.com, or call +44 (0) 870 383 0003.