

9 QUESTIONS YOU SHOULD ASK WHEN SELECTING AN ONLINE EMPLOYEE TRAINING CONTENT PROVIDER

Choosing the right content provider for your employee training program can be a challenge, but we're here to help you with all the right questions to ask so you land on what's best for your organization. Keep these nine questions top of mind when comparing vendors to make sure they can provide for the needs of your modern workforce.

1. IS THE CONTENT SUITABLE TO A MULTI-GENERATIONAL WORKFORCE?

Different generations have vastly different learning styles, and the best content providers should be well-aware of how to best engage each of them. Is the content offered in various formats that cater to everyone?



MICRO-VIDEO LESSONS



ELEARNING COURSES



INTERACTIVE VIDEO



VIDEO COURSES



EBOOKS

2. IS THE CONTENT AGGREGATED?

Content providers are not subject matter experts in **ALL** topics.

The strength of a library comes from aggregating content from many different producers who are experts in their field. Not only does this create a variety of topics but also a variety of content styles as well.

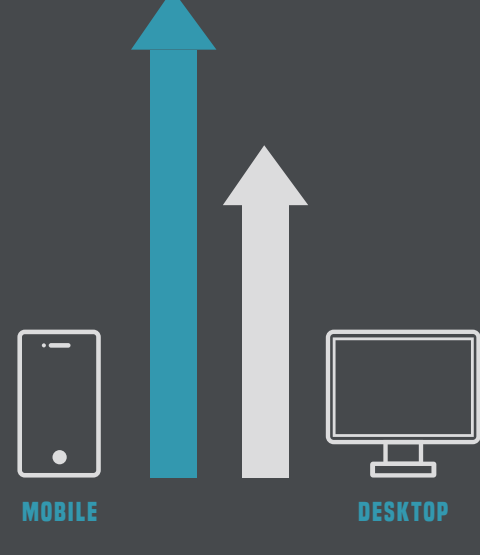
Does your content provider depend on themselves to create all of their content, or do they partner with many other experts to provide the best knowledge?

3. IS THE CONTENT RESPONSIVE?

Mobile use has surpassed desktop for accessing digital media online.

Employees aren't waiting for their companies to provide mobile learning - they're already searching for what they need to know in the moment on mobile devices.

To meet employees where they're at, training content must be mobile responsive for an engaging learning experience.



4. HOW UP-TO-DATE IS THE CONTENT AND HOW ARE THOSE UPDATES DELIVERED?

When laws and regulations are changed, software gets updated and tools and systems are improved...is the content improved as well?

MAKE SURE TO LOOK AT HOW UP TO DATE THE CONTENT IS AND ASK THE PROVIDER HOW OFTEN THEY UPDATE THEIR COLLECTION.

Ask how they decide to retire content. Do they have a rating system that helps determine how useful and relevant content is?

Also, finding out their current clients' average usage rate will help you see how well employees engage with their content.

5. IF YOU ALREADY HAVE AN LMS, HOW EASY IS IT TO INTEGRATE THE CONTENT?

When choosing a content provider, you'll want to find out if there are any extra costs or software involved in integrating the content with your current LMS.



OR



ADD EXTRA COSTS

ADD SOFTWARE NEEDED

Some providers have extra requirements, but others opt for simpler integration methods, such as uploading content to an SFTP site for easy accessibility.

Another aspect of integration is whether your LMS is SCORM or AICC compatible, and if the content will work with it. A content library delivered in BOTH FORMATS is going to provide you with the most versatility.

6. IS THE QUALITY OF THE CONTENT MEASURED?

Another aspect of integration is whether your LMS is SCORM or AICC compatible, and if the content will work with it. A content library delivered in BOTH FORMATS is going to provide you with the most versatility.

Employees won't be engaged with training unless the content is high quality, so your content provider should be constantly looking at what's good and what isn't. Ratings and comments allow learners to give direct feedback on whether a video or course is effective, or if it's time to be retired.

7. HOW IS THE CONTENT DELIVERED?



DOES THE CONTENT REQUIRE JAVA OR ADDITIONAL PLUG-INS TO RUN?



CAN IT BE EASILY DELIVERED IN A CLASSROOM SETTING?

Asking each of these questions about your content provider will show how adaptable the content is for various needs in modern training programs.

Requiring plug-ins to play content can be a big hassle, so you'll want your content provider to keep it simple.

If you're using online content in a blended learning solution, make sure it's easily adaptable to either individual or classroom use - clicking through slides is tough to manage here, so video is a better option.

8. WHAT FORMAT IS THE CONTENT IN?

It's undeniable that video-based training is the most effective format for learning today.

Micro video is especially engaging. The sweet spot for a micro video lesson is 4-7 minutes. This avoids cognitive overload through succinct lessons, allowing employees to retain more of what they've learned.

BY THE YEAR

2025 MILLENNIALS WILL MAKE UP **75%** OF THE WORKFORCE



PEOPLE ARE 75% MORE LIKELY TO WATCH A VIDEO THAN READ TEXT

DOES YOUR CONTENT PROVIDER CREATE TRAINING THAT CATERS TO THE NEEDS OF YOUR MODERN WORKFORCE?

9. IS THE CONTENT REINFORCED?

EMPLOYEES FORGET **90%** OF WHAT THEY'VE LEARNED WITHIN 30 DAYS OF THE LEARNING EVENT



"Although corporations spend billions of dollars a year on training, this investment is like pumping gas into a car that has a hole in the tank. All of your hard work simply drains away."

- Art Kohn, PhD

Your content provider should help your employees retain what they've learned by reinforcing content in the days and weeks following training, using:

QUIZZES • TESTS • POLLS • SHORT-ANSWER • DISCUSSION

A system for spaced retrieval helps learners retain information they would've lost without it, increasing training ROI dramatically.

THE FORGETTING CURVE WITH BOOSTS



You have great people who are hungry for quality training.

ARE YOU PROVIDING THEM WITH GOOD CONTENT?

TRY BIZLIBRARY

Improve your employees' performance with the largest, most up-to-date content library, designed with every need of the modern workforce in mind.

BIZ  **LIBRARY**