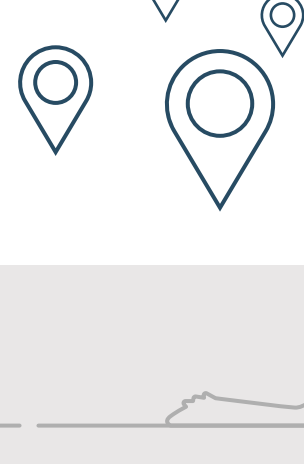
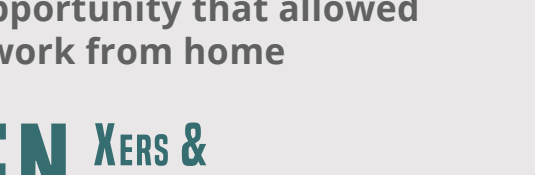


# DELIVERING TRAINING TO A DISPERSED & VIRTUAL WORKFORCE



Whether your organization has multiple locations, or you're allowing more employees to work remotely, this provides some big benefits to business. With this setup, you have the chance to hire the best talent, regardless of location – not just those who live within a reasonable commute to your office.

And it's not just employers who benefit here – more and more people want the option to work remotely, and that can be a big factor in recruiting and retaining talent in this competitive market.



**50% OF MILLENNIALS**  
would change jobs for an opportunity that allowed them to choose to work from home

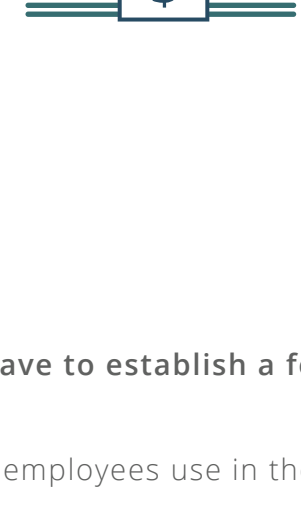
**33% OF GEN XERS & BABY BOOMERS**  
would do the same

According to a [Gallup survey](#), a typical business would save **\$11,000 per person** who worked remotely, and remote workers save between **\$2,000 and \$7,000**.

More and more companies are either adopting virtual working options or going entirely virtual, since there are clear benefits.

However, there are challenges to having a dispersed workforce, and one of those is how to provide effective training.

Let's look at how you can ensure your dispersed and virtual employees are receiving consistent, engaging training to be effective in their roles and develop their careers.



## GROUND RULES

If you want employees to use the learning solutions you provide, you have to establish a few ground rules for that technology:

- Your learning technology's user interface should mimic the tools your employees use in their personal lives, like YouTube or Netflix.

- Content should be broken down into small chunks that are easy to work into everyday schedules.

- You should be able to track usage – keep up the things that work and learn from the things that don't.

- Video lessons and courses should be focused on a single topic, and easy to find in the moment of need.

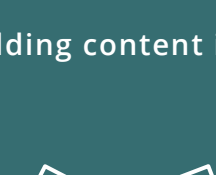
## SOURCING CONTENT

There are three options for sourcing the training content you provide:



### BUILD

Develop your own custom content. This is the best choice for content where your organization is either the sole source or best source of expertise on a particular subject.



### BORROW

Use a variety of free sources from the internet, such as blogs, YouTube, or resources from subject matter experts. Challenges to note with this option are accuracy, recency, authority, and sheer volume to curate from.



### BUY

Partner with a third-party content provider for the training content every organization needs, like business skills, leadership and management, safety, compliance, etc. This option is very efficient, as it allows you to allocate resources to internal subject matter expertise only.

## WHEN TO BUILD

Here are some instances when building content is a great choice to deliver training:



### ONBOARDING

Here you can introduce new employees to your brand with a greeting from company leaders, company-specific policies and procedures, and documents regarding internal information about your company culture and history.



### PRODUCT TRAINING

No one knows the full scale of your product offerings like you do – that means no one could create better content for your product offerings than you!

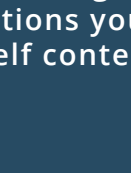


### COMPETITIVE DIFFERENTIATORS

By creating custom content showing new employees how you stand out in the marketplace, you can provide a great baseline to help employees understand the value your company offers.

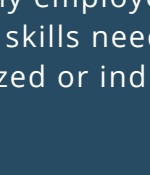
## WHERE TO BORROW

This tactic shouldn't be your sole source of training, but there are several ways you can integrate it into your employees' everyday learning.



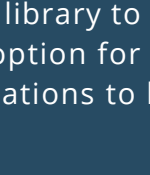
### ARTICLES

Keep your employees up to date on your industry by sharing third-party articles from blogs, journals, and other online services.



### COMPETITOR INFORMATION

Your competition is publishing material. Find it, share it, and get input from your employees about it.

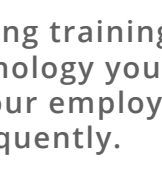


### YOUTUBE

There is some great educational content here. If you find it, sharing it is a great way to deliver video content to your employees. Those challenges we noted before apply here especially, so just be aware of those before sharing.

## WHAT TO BUY

Buying content ensures that you're delivering high-quality, up-to-date training to your employees. But there are a few questions you should answer before you select an off-the-shelf content partner:



### TOPIC AREAS

What subjects do my employees need training on?  
What kinds of skills need improvement?

Do we need specialized or industry-specific content?



### QUANTITY

Are we just buying a few courses or a whole library to enable self-directed employee development?  
Is there more than one course option for training on each subject or skill?

Are there filters, ratings, and recommendations to help learners find what they need quickly?



### QUALITY

Who builds the content and how is it vetted?  
How often is new content added and updated?

Does the content accommodate a variety of learning preferences?  
Are there tools included to aid learning retention?

## SOURCING CONTENT

If your organization is serious about making training effective for geographically dispersed teams, there's some basic technology you're going to need. These tools will help you deliver learning wherever your employees are, whenever they need it, on whatever devices they use most frequently.



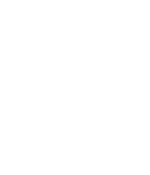
### LEARNING MANAGEMENT

You will need a learning technology platform that will host, deliver, and track training content. Having everything in one place gives dispersed employees a central hub for training and development, and it allows you to ensure the training you're providing is being utilized.



### MOBILE LEARNING

Your learning technology platform should be able to deliver content to any employee on any device. Whether your workers are at a desk, on the floor, or out in the field, mobile-optimized training gives them the ability to find answers quickly, wherever they are.



### POST-TRAINING REINFORCEMENT

When your workforce is dispersed, it can be extra difficult to ensure they're retaining what they learn. Having a platform with built-in reinforcement tools will give you the ability to automate follow-up to the training and increase learning retention rates, maximizing your ROI.

*With the right content and technology, delivering training to a dispersed workforce need no longer be a concern. Especially when you have those two elements combined with a great vendor partnership, you'll have all the tools and expertise you need to make employee learning a huge benefit to your workforce.*

### RECOMMENDED RESOURCES



DOWNLOAD NOW



DOWNLOAD NOW



DOWNLOAD NOW

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