

WHY INVEST IN ONLINE EMPLOYEE TRAINING?

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Whether you're doing traditional employee training or have yet to jump into the world of employee training, the fact remains...something is holding you back from moving your training online.

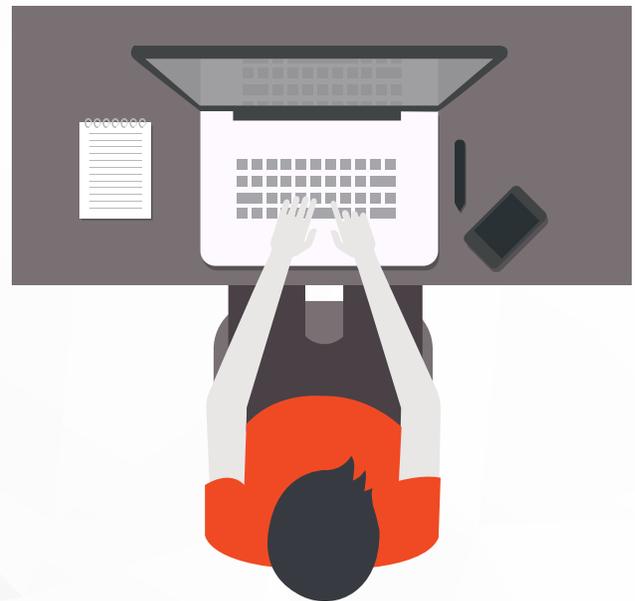
We've got some "guesses" (more like data), that's telling us that you might be suffering from some training anxiety. You see online training as too expensive, too difficult to implement, too complicated...we get it, it looks like a big mountain to climb. We're here to assure you, it's not.

Maybe you believe in the power of online training, but feel you don't have the time or money to invest in finding the right content, or maybe you don't understand why online training is valuable quite yet. We're here to give you the data, tips, tricks and actionable steps to move forward with training your organization online.

Here at BizLibrary, we understand the bottom line – you're looking for max ROI and performance improvement and you need it to happen with minimal down time from your employees and at a price that works. If you can get that, then maybe you'll invest in online training. It's not impossible, and we're here to help you understand why online training is the solution you've been looking for.

The Benefits of Online Training

Maybe you're training the "traditional" way (instructor-led/classroom based), but you're looking at this eBook about online employee training so... you've already taken the first step toward understanding online employee training and you're in the right place! While there can be a time and place for classroom-style learning, there really are very few reasons not to move your training online. Let's talk about a few of the big objections:



Cost

While online training may seem like a significant cost up-front, when compared to all the expenses that go along with traditional training, it's really the economical choice. According to a report released by IBM, elearning saves businesses at least 50% of training cost when they replace traditional instructor-based training. In addition, a survey released by The Research Institute of America reported that eLearning cuts down instruction time by up to 60%, and we all know, time is money.



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Some costs to calculate and keep in mind when weighing cost of instructor-led training vs. online training include:

How many people do you need to train?



How long will the training take?



How many trainers will you need to employ?



How much money will you lose from employees being off-the-job?



How much food, travel and lodging cost?



Will you need to book space to host training?



You'll also need to factor employee turnover into your calculations. If you want to gain and retain top talent, develop them in their positions and meet company goals, then you can't afford NOT to include online, on-demand access to training in your annual budget.

Timeliness

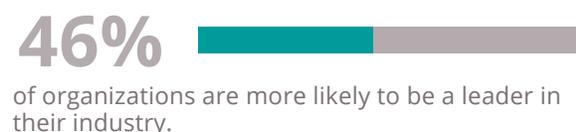
While classroom training can work for planned-out annual training (and its effectiveness there is even disputed), it falls woefully short when it comes to just-in-time learning. For example, if you need help with pivot tables, you need that training in-the-moment, not when classroom training is available. If you have an on-site employee needing to replace a filter in a compressor, that employee needs to be able to access information right then, not later.

Effectiveness

The modern learner is changing, and the way they learn is changing. Rather than war against a change that's already happened, we need to adapt to the new needs of learners today. As we mentioned before, employees are distracted, overworked and overwhelmed. By providing employees with short video that's tailored to their needs, we're not only providing them with a proven and effective way to learn, we're letting them know we care about their priorities.

By working within the mental bandwidth of our employees, we're giving them the best chance of "downloading" the information they're learning, and applying it to their jobs. When microlearning is delivered in a consistent, ongoing way, you can drive continuous learning, building up knowledge over time, and producing long-term behavioral change.

This behavioral change is what drives successful businesses in their industry. A study conducted by Bersin & Associates found that 72% of the companies they surveyed use eLearning to keep up-to-date with changes in their industry and helped them remain competitive in their niche. That same study found that companies doing online training were fostering a learning culture, and that same learning culture made these organizations 46% more likely to be a leader in their industry and 17% more likely to become a market share leader.



Relevance

As veterans in the online employee training content space, we've seen a lot of great content in our day and a lot of duds. You need someone who can filter out the duds and provide what you need.

Now, you could have your employees look up videos on YouTube, but do you want them finding their information randomly on the internet where anyone can post something and wasting their time sorting through the outdated or downright bad tutorials they find? You want curated, just-in-time content, a classroom won't provide that to you.

Not to toot our own horn or anything, but... "toot, toot." We'd be remiss if we didn't tell you the benefits of our own content library, something we like to call The BizLibrary Collection. We've got thousands of video lessons and courses (and we're adding more every month) covering 8 high-level topic areas! We also retire our aging or unpopular content regularly to keep our library extremely up-to-date and we create additional video content in-house with our BizLibrary Productions team to fill any gaps we might have in our collection. All of our content is also mapped to business competencies, so if you're inclined to train that way, you can but there are many more ways to sort and filter through our extensive collection.

Phew! enough about us, but as you can see, we're on the forefront of employee training content, and we'd love for you to join us.

Thousands of video lessons and courses



8 High-Level Topic Areas



Retire Aging Content



BizLibrary Productions



Business Competency Mapping



[LEARN MORE ABOUT BIZLIBRARY](#)

Business Challenge Buster

Whether you're dealing with a dispersed workforce, employee engagement issues, compliance problems, needing to train your new managers and leaders, identify skills gaps build succession plans, grow your sales, improve your customer service, deal with a multi-generational workforce and more, online employee training can provide you with a one-stop-shop that can speak to all of these issues. While traditional, instructor-led training addresses business challenges one session at a time, online training can address them on an as-needed and just-in-time basis.

Check out this guide for more information about employee turnover:



Top 10 Business Challenges



Safety/Compliance



Dispersed Workforce



Employee Engagement



Employee Retention



Leadership Development



New Manager Training



Multi-Generational Workforce



Sales Growth



Skills Gaps



Succession Planning

Where to Begin?

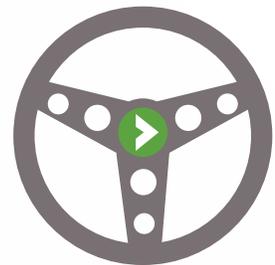
Start by evaluating your training needs and then see how an online employee training provider could revolutionize what you're doing at an extremely affordable price. There's a lot of research out there that says if you're not training your employees on a continuous basis, your employees will leave and your business will be left in the dust. Check out some of our resources to learn more about building your online training program from the ground up.



Evaluate Business Needs



Research Training Providers



Test Drive (Free Trials)

Why invest in online employee training? Because if you're not training your employees, you're leaving money on the table. Because by training your employees online you're giving them access to the exact resources they need exactly when they need them. Because in today's environment, you can't afford not to.

Recommended Resources



The Ultimate Buyer's Guide to Online Learning Solutions



Off-the-Shelf Content: Your Secret to Optimizing Employee Training



How to Gain Leadership Buy-In for Your Employee Training Program



Episode 41: Utilizing Technology for Training

About BizLibrary

BizLibrary is a leading provider of online learning for growing organizations. Our award-winning microlearning video library engages employees of all levels, and our learning technology platform is a progressive catalyst for achievement. Partnered with our expert Client Success and Technical Support teams, clients are empowered to solve business challenges and impact change within their organizations.

To get started improving the way your employees learn with online employee training, see a demo of our solution.

REQUEST DEMO