

7 Considerations when building your Training Strategy for 2017



Bryant Nielson – Managing Director of [CapitalWave Inc.](#), shared what he thought to be the 7 Considerations when building your Training Strategy for 2017.

1. E-learning everywhere

Keep in mind the very first consideration i.e. we are living in a digital era where training and learning is heavily becoming electronic. Current online training programs are increasing in number, making it clear that e learning is an essential means for the business development. However, personally I have seen many organizations finding it enough to just deploy these solutions and expecting the desired result. If your organization is also doing the same, be aware it would just not do. Cloud based systems, Big data, serious games, wearable technology training are some of the latest and most popular considerations for today's modern training strategy [1].

2. Know yourself

Here I mean your Company. Surely the employees need to have a training session; almost all companies provide. However, you must be having an idea in advance regarding what should it entail, how long it should be, what should be its cost and what technologies are going to be used for implementing this training strategy. In the same way, you would have some particular department's training requirements in mind, however could there be other departments in the organization that can also be benefitted from this training program, is also one of the considerations [2].

3. Examine the previous strategy

If you already possess a current corporate online training strategy, whether it is only a pilot of little scope or has even failed, it's the time to examine it in a real sense. Examine how it was developed, executed and implemented, and if the objectives were achieved. Evaluate the success from all the aspects that can help in improvement or to make a new and enhanced training strategy. Some segments of training, in particular those that are related to physical skills are better achieved as real time, modern LMS system and hands-on courses, which support blended training courses and the webinars [3].

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4. Is it balanced?

Your role being the corporate training strategist would be to bring a balance between various variables like cost, scope, employee availability etc. If you are working with a Fortune 100 company and have been given unlimited budget, then go wild by all means. However most of the strategists are better off with a balanced approach and certain resources such as employee learning capacity, availability cannot be usually enhanced by putting in money in the problem[4]. Take into account all the pressing requirements and constraints while still keeping in mind the big picture i.e. what should be the long term corporate development.

5. Is it concrete?

This is the time to make sure you have a concrete training strategy. It refers to filling in all those tricky gaps to calculate figures and numbers and giving a complete and final plan, with defined timelines and associated costs, to the managers that would approve the training program.

With the finalized plan in your hand, have a word with department heads and leaders again to discuss the employee availability for coming up with feasible training schedule. I would emphasize the word feasible here. Though training is your top most priority, but also understandably in the case for the department leaders and heads, it won't be since they are more concerned in meeting their deliverables and deadlines.

This is also the phase where you can take into consideration the discussion with IT department and few of e learning solutions development[5]. It helps in coming up with accurate specifications for the learning strategy. In addition, you get a better idea of pricing.

6. Rinse and repeat

Just because you executed the training strategy doesn't mean the training strategy development ends here. The training strategy should never be static, since the markets and the business needs are always changing, especially in 2016. What worked great in 2013 might be completely obsolete in 2016. Such fluctuations are even faster in high velocity industries like IT and fashion. Hence, you need to re-examine the training needs and modifying the strategies accordingly.

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7. Automated Course Authoring

Automation is comparatively a novel idea in the world of learning and training. Though a number of e-learning authoring tools gave e learning themes, templates and other online assets a while ago, 2016 is taking it to the new level. For instance, you can now develop learning assessments with minimal efforts and automatically determine learners' preferences for customizing your training strategy aspect.

References used by Bryant to create the article:

- [1] <http://elearningindustry.com/6-top-elearning-trends-2016>
- [2] <http://smallbusiness.chron.com/develop-effective-training-strategy-17943.html>
- [3] <http://www.efrontlearning.net/blog/2016/03/6-important-considerations-when-building-your-corporate-training-strategy.html>
- [4] <http://elearningindustry.com/7-ways-wearable-technology-used-corporate-training>
- [5] <http://elearningindustry.com/?s=Responsive+Design>

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Bryant Nielson – Managing Director of [CapitalWave Inc.](#)– Being a big believer in Technology Enabled Learning, Bryant seeks to create awareness, motivate adoption and engage organizations and people in the changing business of education. Bryant is a entrepreneur, trainer, and strategic training adviser for many organizations. Bryant's business career has been based on his results-oriented style of empowering the individual.

Learn more about Bryant at LinkedIn: www.linkedin.com/in/bryantnielson