

# MindLeaders

## Why Investing in e-Learning Exceeds the Value of Short-Term Instructor-Led Training

With today's booming economy and movement away from long-term company loyalty, it is increasingly important for companies to invest in keeping their current employees satisfied and to create an atmosphere that interests prospective employees. One key way to ensure that you both keep existing employees and attract new ones is to provide continuous training to your employees.

### **HIGHER DOLLAR COSTS OF INSTRUCTOR-LED TRAINING VERSUS E-LEARNING**

Sound expensive? It doesn't have to be. In the past, training has at times been prohibitively expensive, but with e-Learning (previously referred to as Web-based training), companies can provide ongoing training for significantly lower prices than one-time-only instructor-led training.

Costs for instructor-led training (ILT) typically run thousands of dollars per person for a few day session. On the other hand, high-quality e-Learning courses such as those developed by MindLeaders, can provide an employee with unlimited access to a complete subscription of numerous courses for a low one-time fee. With e-Learning, companies also eliminate the additional costs associated with ILT. Travel expenses like airfare, meals, lodging, parking, and mileage add up quickly and must be added to the cost of ILT for a true cost estimate.

### **HIGHER OPPORTUNITY COSTS OF INSTRUCTOR-LED TRAINING VERSUS E-LEARNING**

In addition to the significantly higher dollar cost of ILT, there is also a higher opportunity cost; employees are out of the office and off the job during an instructor-led training session. With e-Learning, employees don't lose time out of the office, resulting in more productive time in the office. In fact, according to the report "Return on Investment and Multimedia Training", edited by Brandon Hall, Ph.D., "the actual time required for training by computer averages about 50% that of instructor-led training..." (<http://www.caicbt.com/roi.html>). That benefits both the employer and the employee.

### **E-LEARNING: AVAILABLE ANYTIME, ANYWHERE**

Employees want to have access to training at anytime. They do not want to sign up for courses scheduled for inconvenient times months in advance. Managers do not want key employees absent from the office for days at a time. With e-Learning, this situation is completely eliminated. For example, MindLeaders provides over 500 courses, available anytime, anywhere, via the Internet. Employees can gain access to a subscription plan of high-quality courses for an entire year, versus scheduling an inconvenient, one-time only ILT course. Courses can be accessed from work, from home, or while traveling.

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## EFFECTIVENESS OF DIFFERENT TYPES OF TRAINING

What about the effectiveness of e-Learning? Many times e-Learning is a more effective training method than ILT. For instance, students using e-Learning take courses at their own speed, whereas in ILT, students are pushed through courses in a specific timeframe. This provides e-Learning students with the ability to focus on and learn what is important to them and skip unnecessary or already-learned information. ILT students in a training session, however, are all taught the same information at the same level as all other students in the class, regardless of previous experience or knowledge. Also adding to the effectiveness of e-Learning are enhanced retention levels achieved by students learning chunks of information over short periods of time. By taking online courses in twenty to thirty minute segments over a number of days, retention increases significantly over day- and week-long instructor-led training that is not easily retained.

### THE IMPORTANCE OF CONSISTENCY AND FOLLOW-UP

e-Learning also provides consistent training across an organization. While different ILT instructors have different approaches to teaching a particular topic and present training of varying quality, giving students access to e-Learning ensures training is consistent from student to student. In addition to consistent training between students, e-Learning provides all students with access to courses at anytime for a refresher or to use as reference material. While an ILT student may receive a workbook for use as reference after a class, manuals are notorious for their inconvenience and inability to easily access the information one needs. Of course, if an employee did take instructor-led training, he or she could use e-Learning as a complement — either as a prerequisite to instructor-led courses or in follow-up workshops.

### EASE OF STUDENT ADMINISTRATION

If you are interested in keeping track of your employees' progress, e-Learning is also the favored training approach. The administration of e-Learning is much easier than instructor-led training. With MindLeaders e-Learning courses, an administrator may track the progress of employees and measure learning effectiveness via a Web-based utility provided by MindLeaders at no additional cost.

### WHY E-LEARNING?

So why should you invest in e-Learning in general and MindLeaders e-Learning in particular? The reasons are many. MindLeaders e-Learning provides highly effective training, available anytime and anywhere. Every student receives consistent training and has the ability to follow-up on learned material. In addition to gaining better-trained employees, companies also benefit by incurring lower dollar costs and opportunity costs than instructor-led training, and can easily track student administration. In other words, e-Learning is a win-win situation for all involved.