



# eLearning in a Nutshell

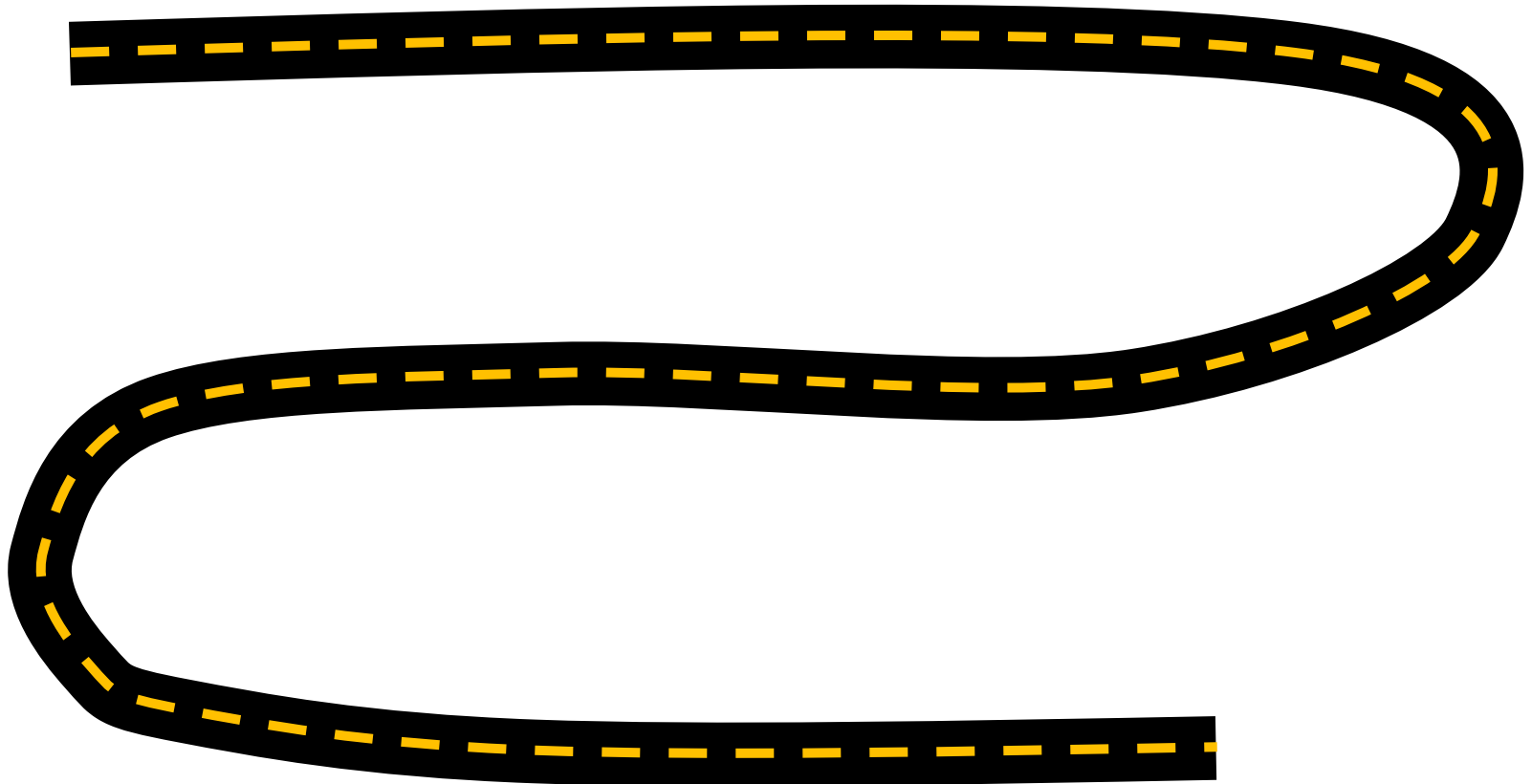


**BROOKDALE**

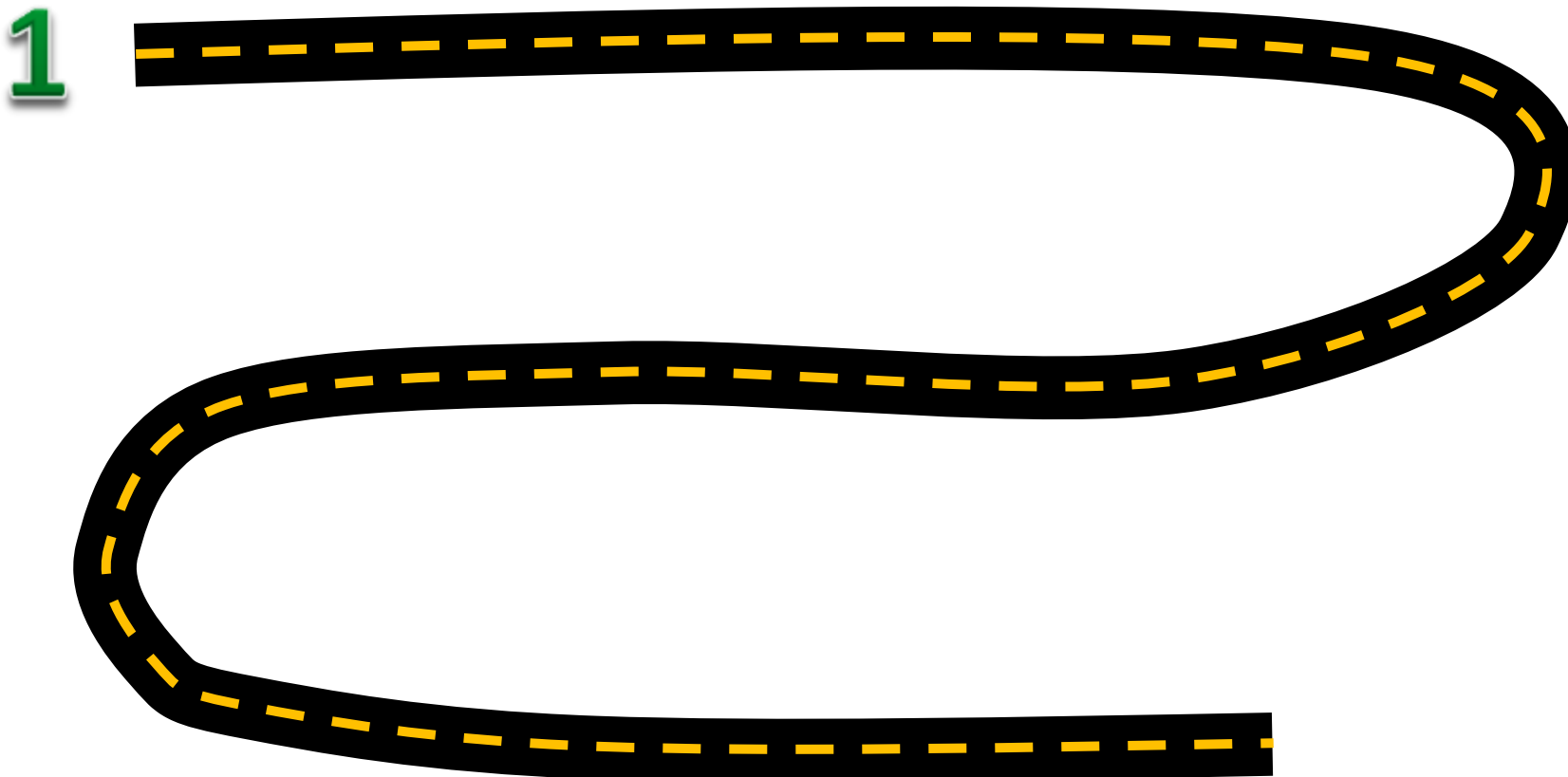
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# *Intro*

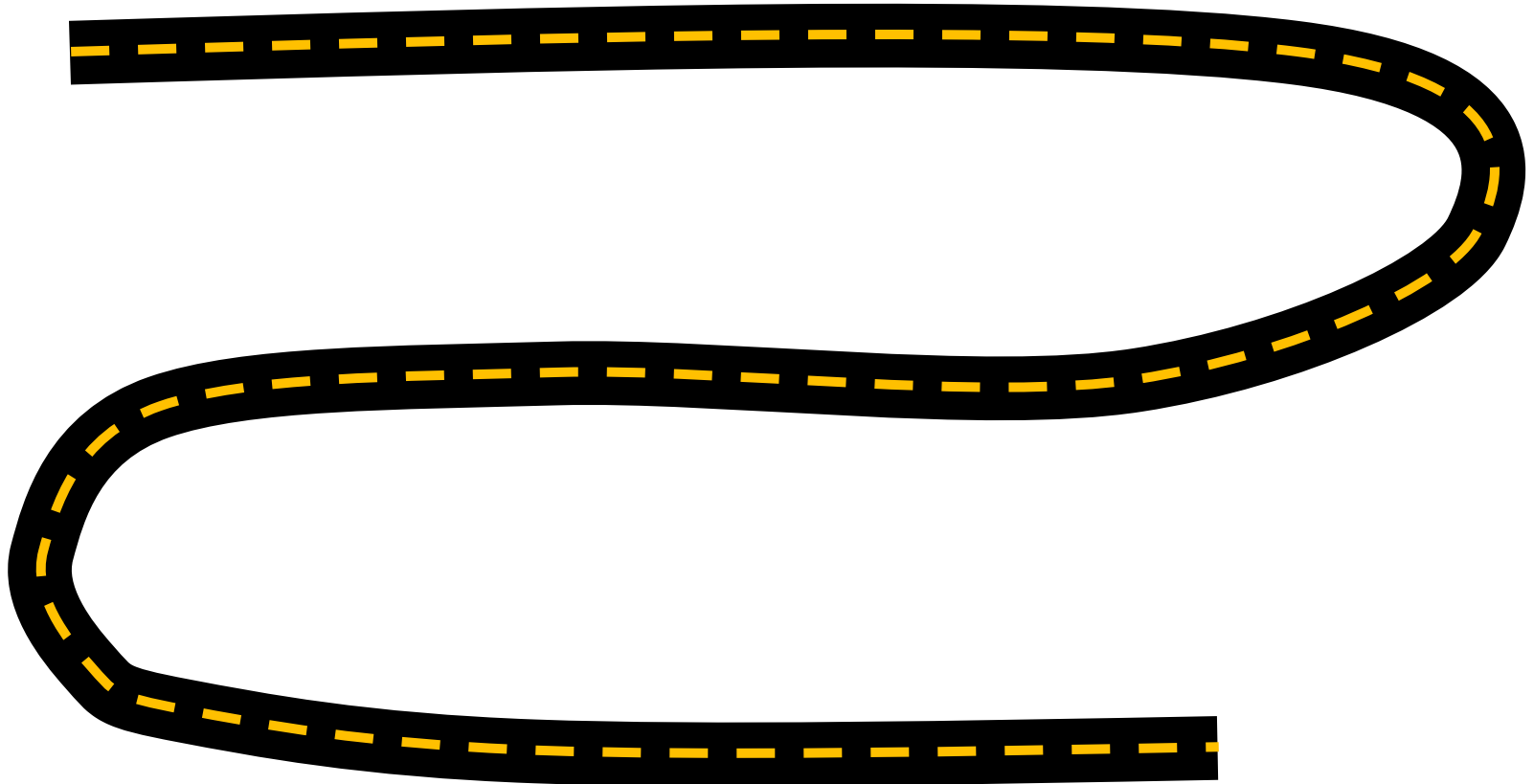


# *What does corporate e-learning look like?*

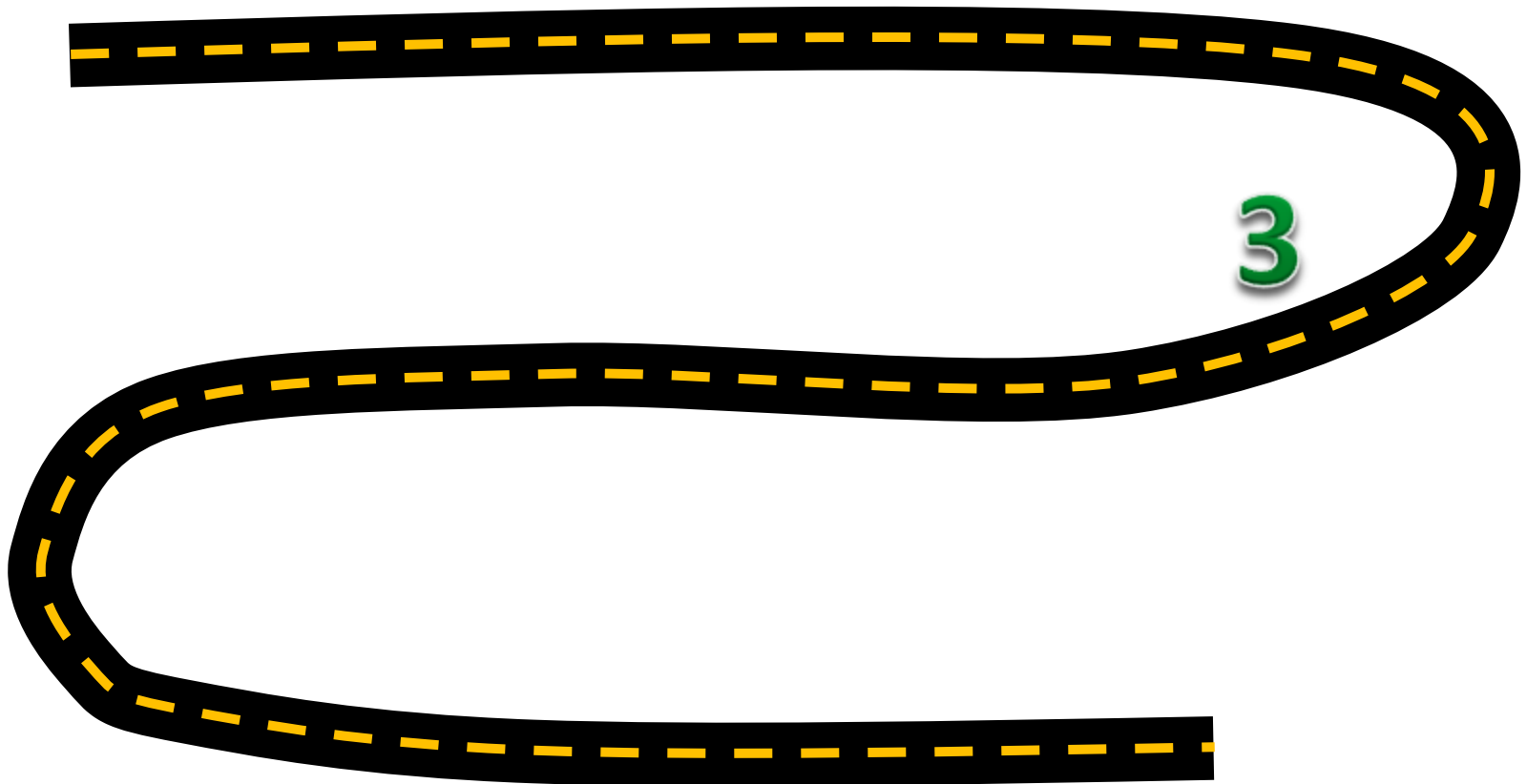


*What are the most popular e-learning tools?*

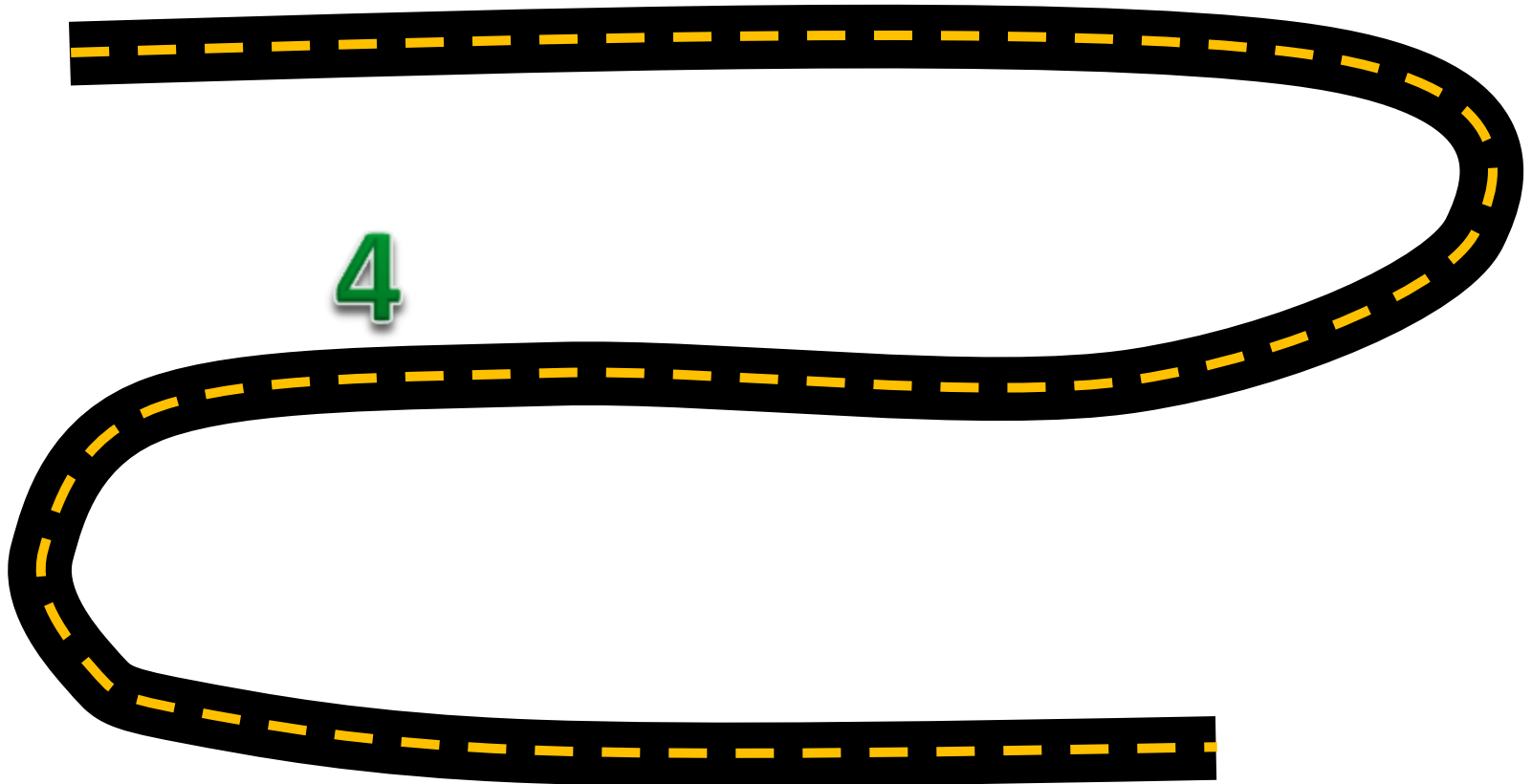
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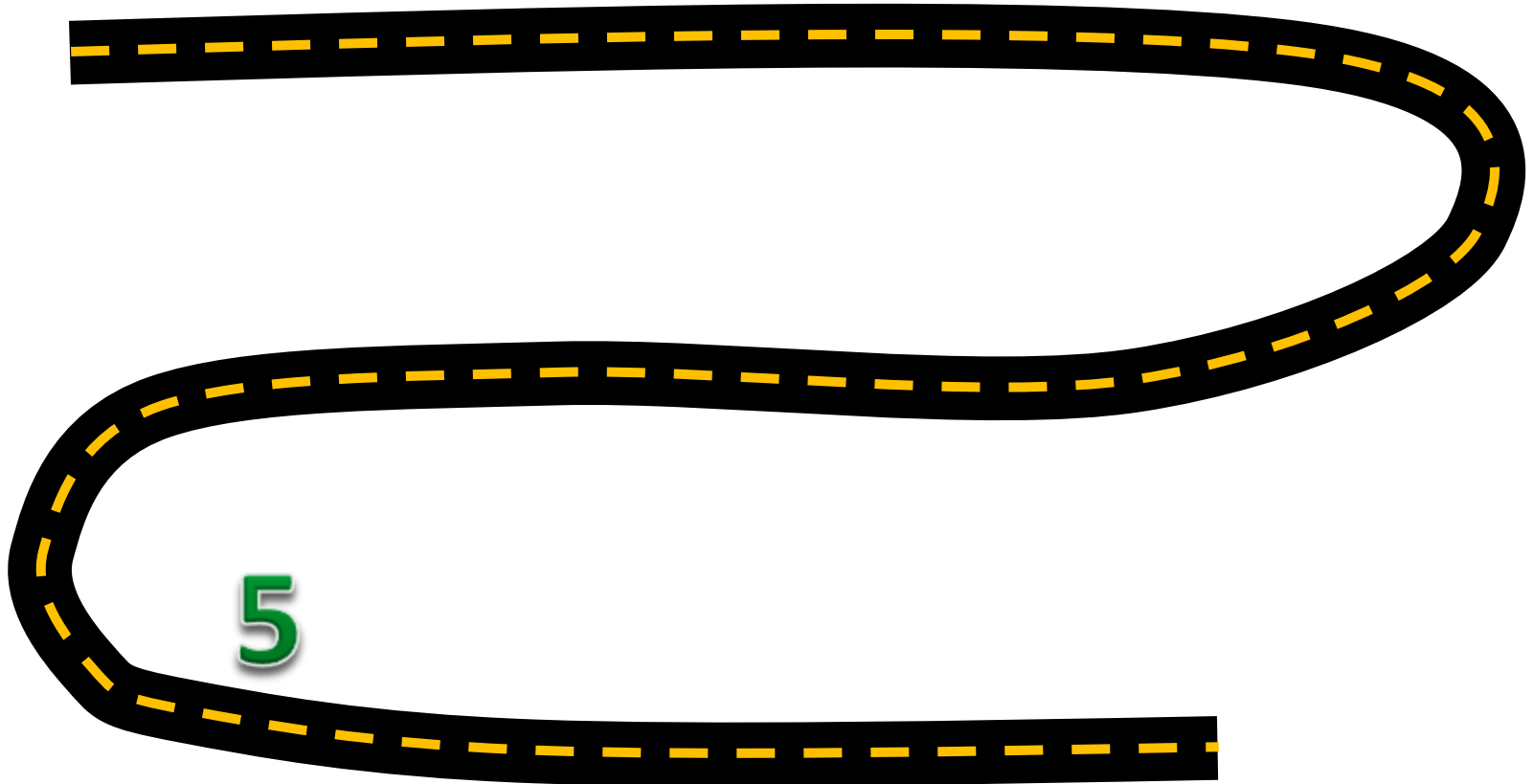
# *How can I apply research to e-learning?*



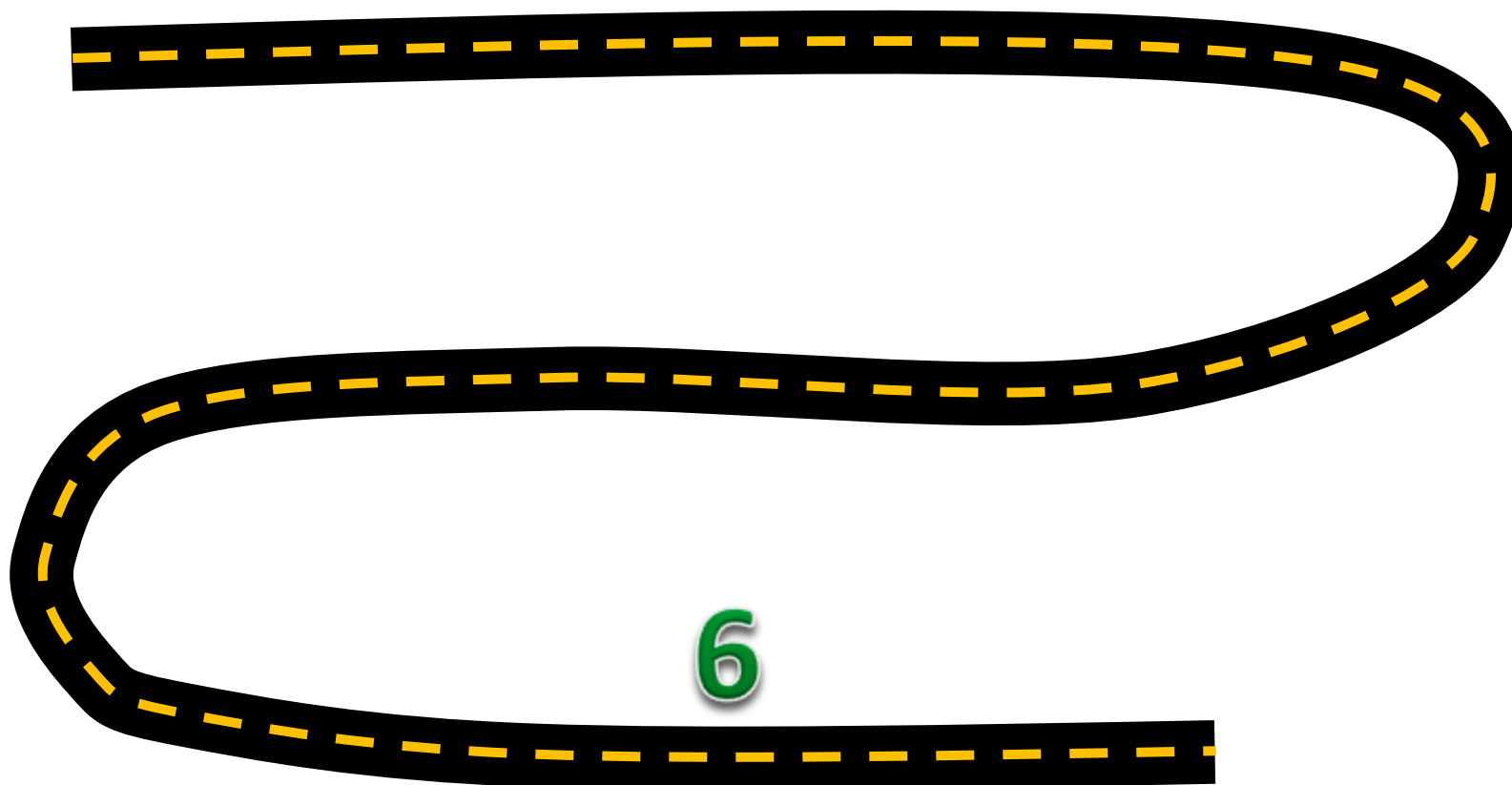
# *What else do e-learning pros need to know?*



*What about career prospects?*

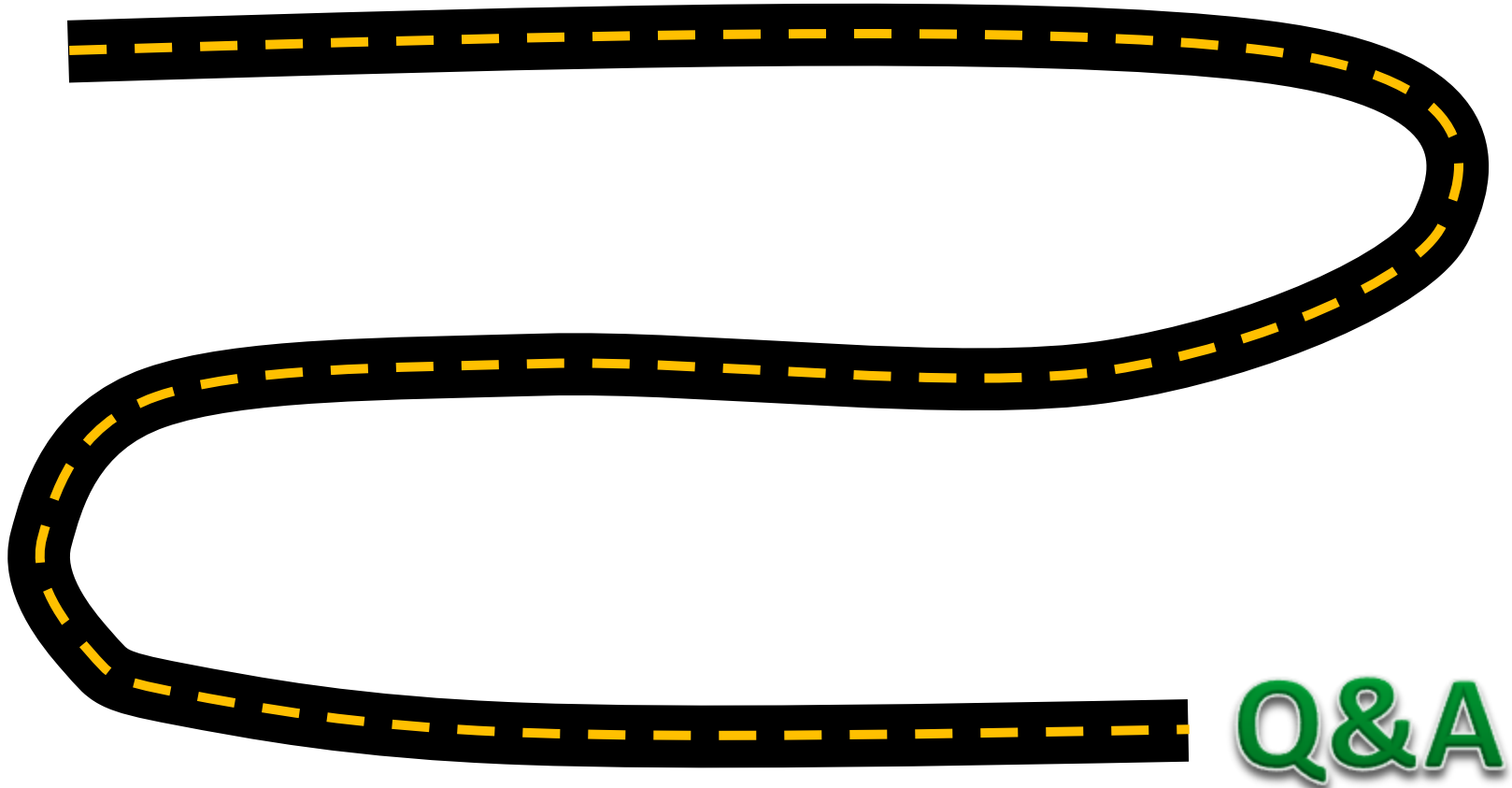


*How can I get started quickly?*

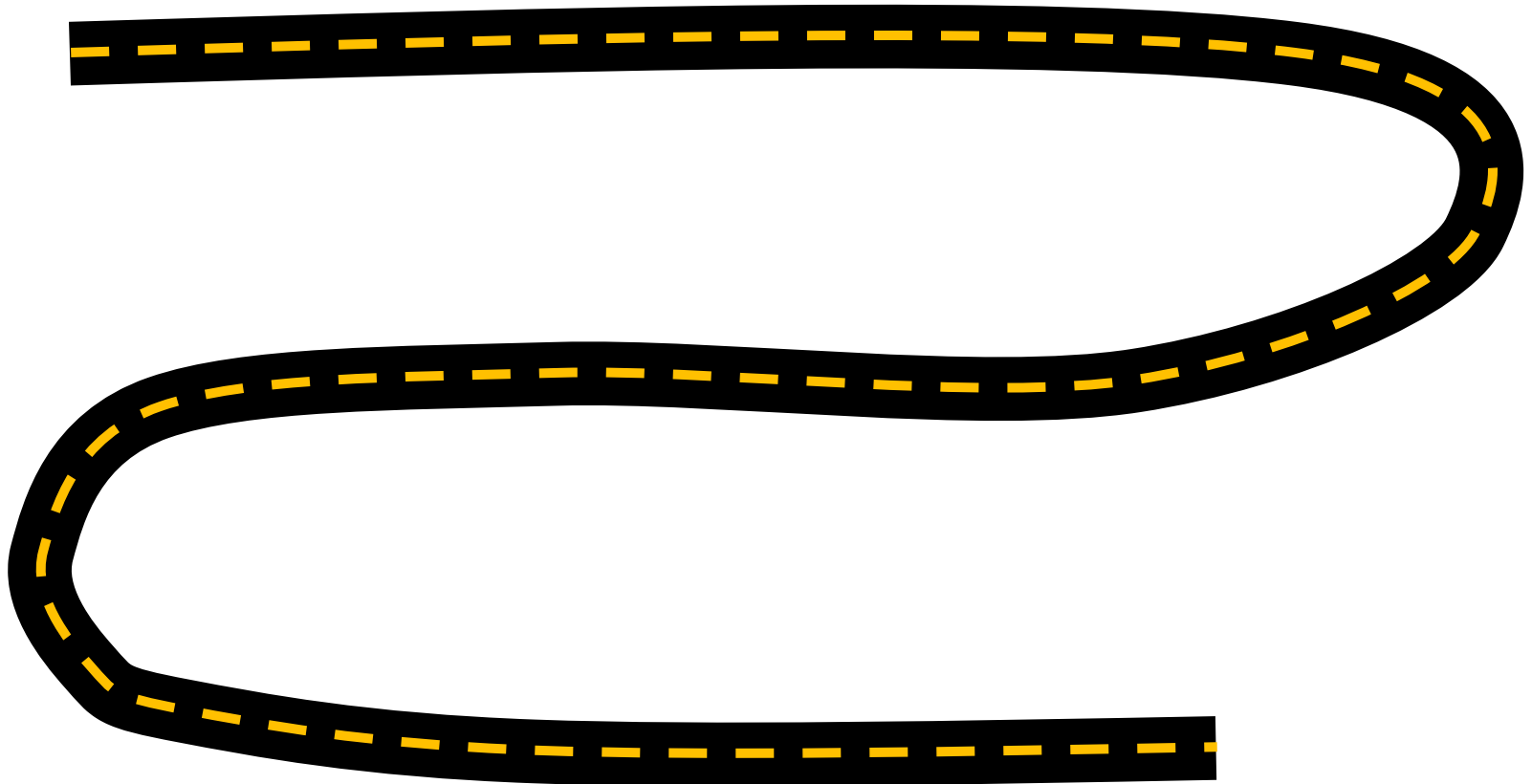




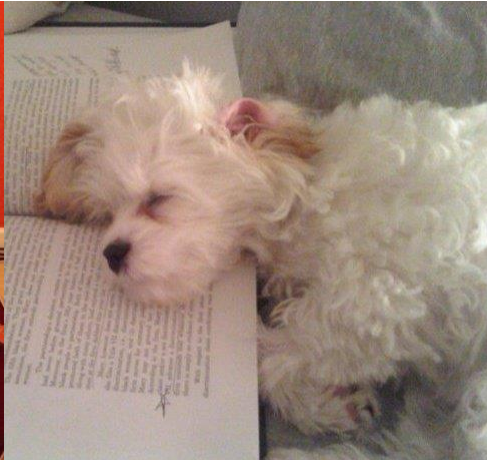
*Answer my questions, e-learning guy!*



# *Intro*



# Brad in a Nutshell



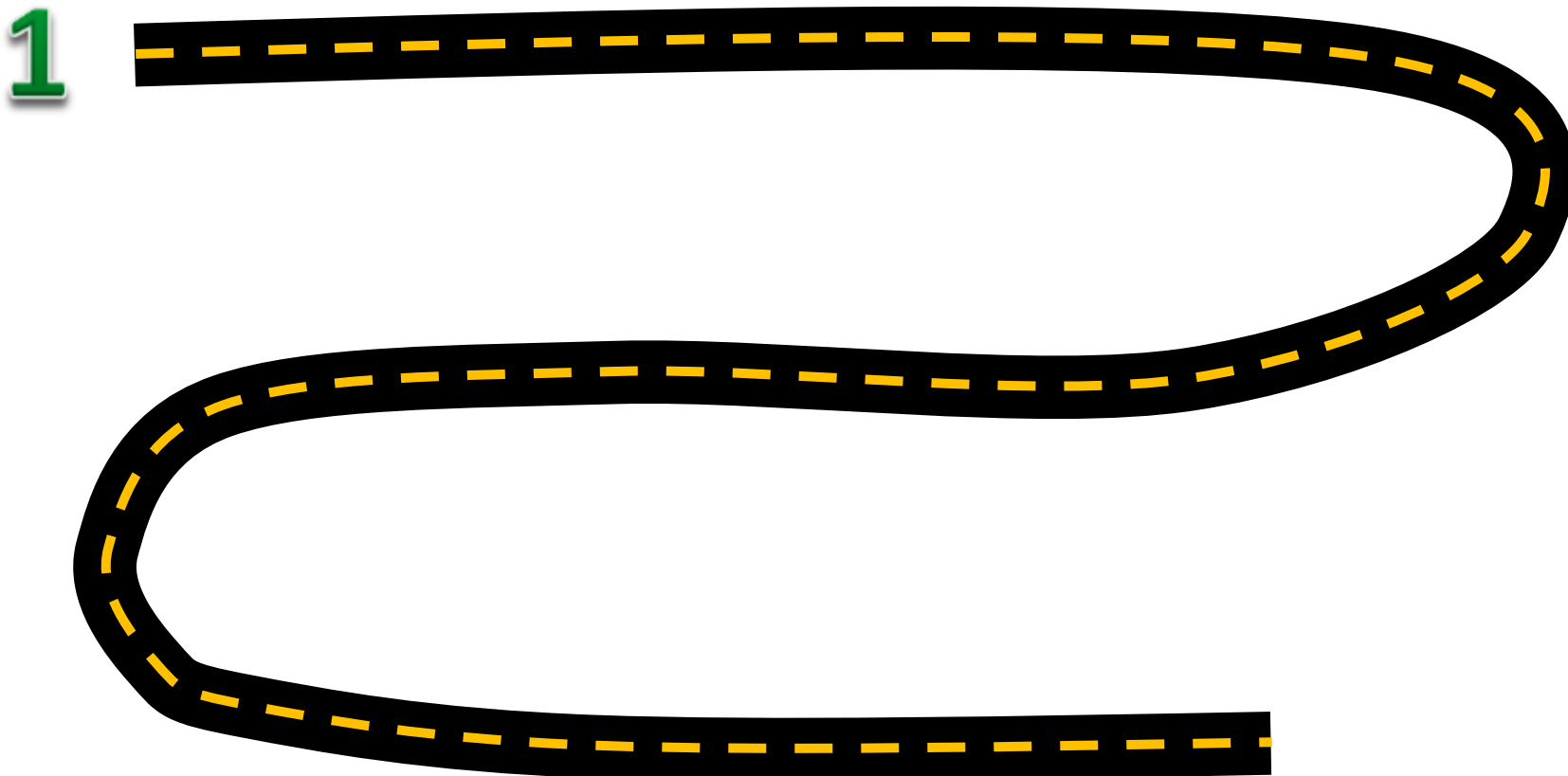
VANDERBILT  UNIVERSITY



JACKSON<sup>®</sup>



# *What does corporate e-learning look like?*

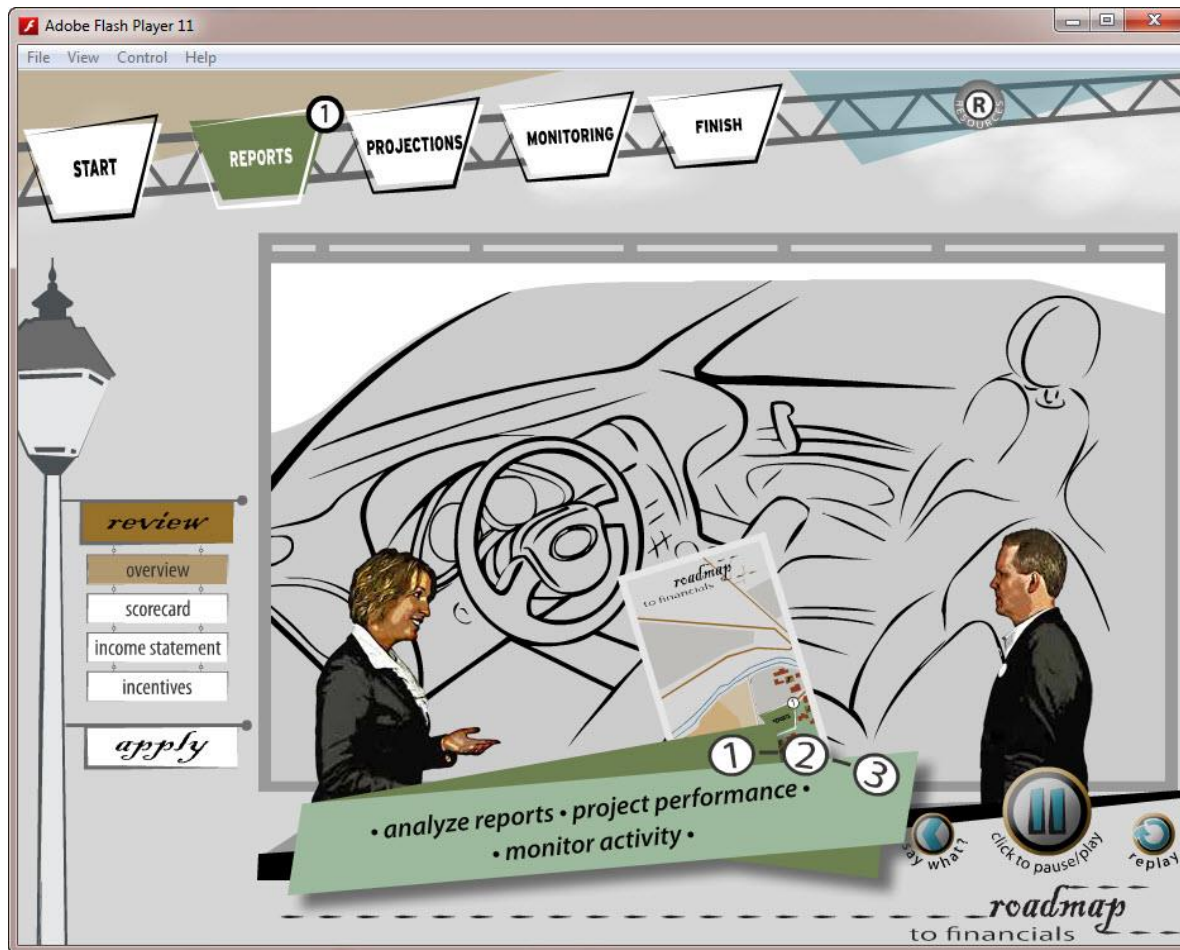


# Custom eLearning Modules

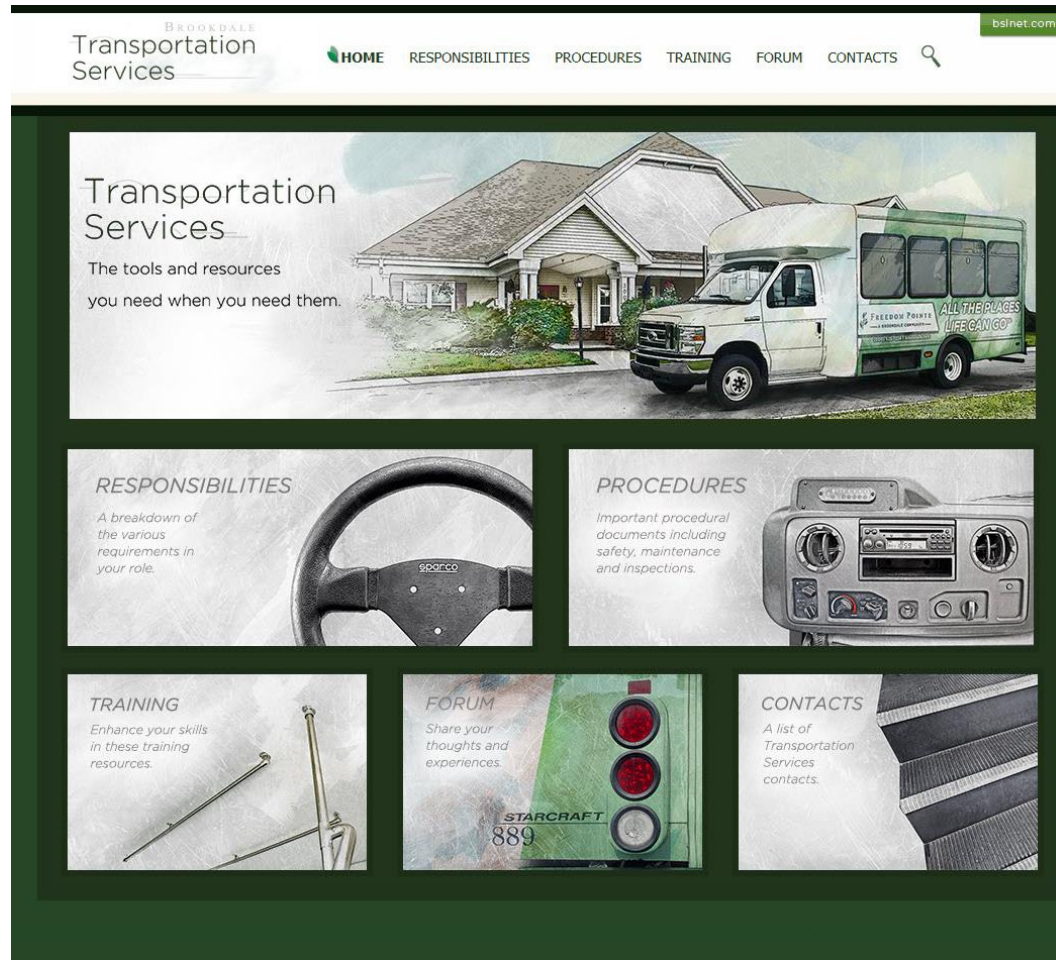




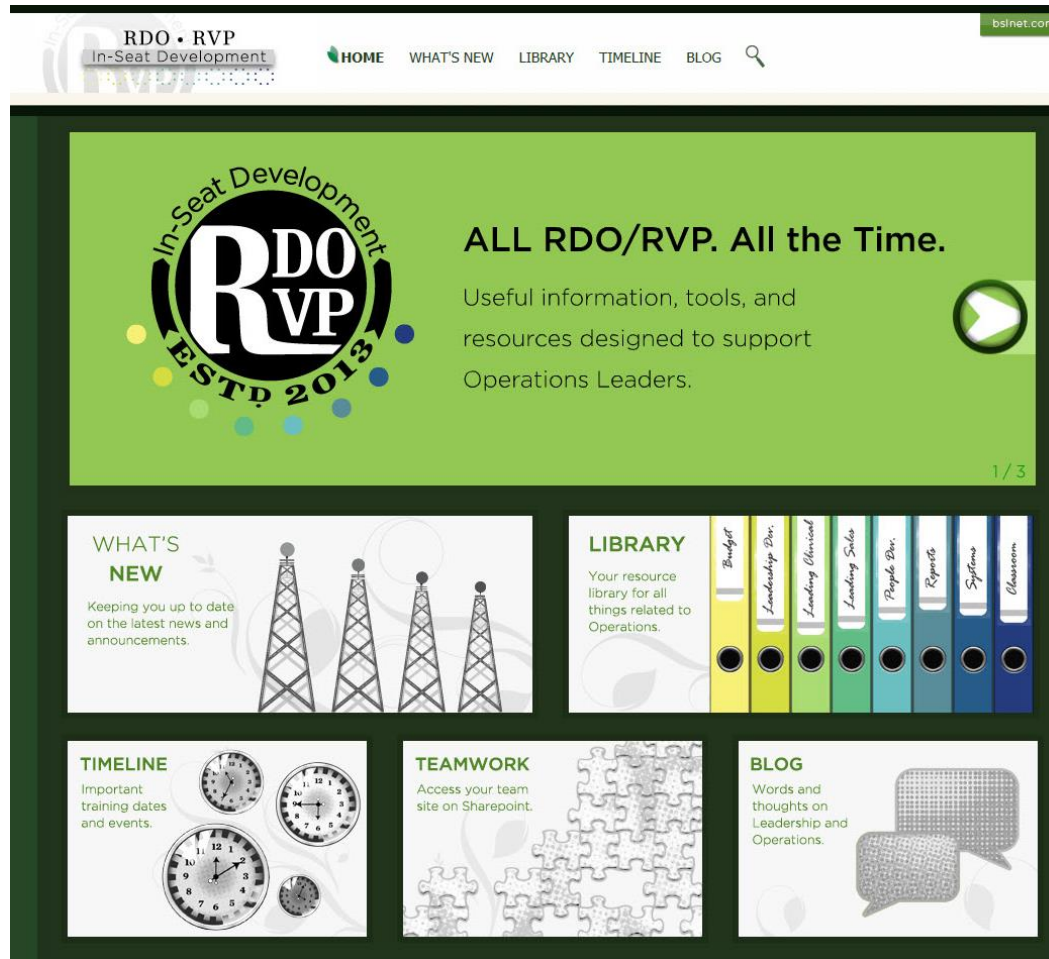
# Custom eLearning Modules



# Websites/Microsites

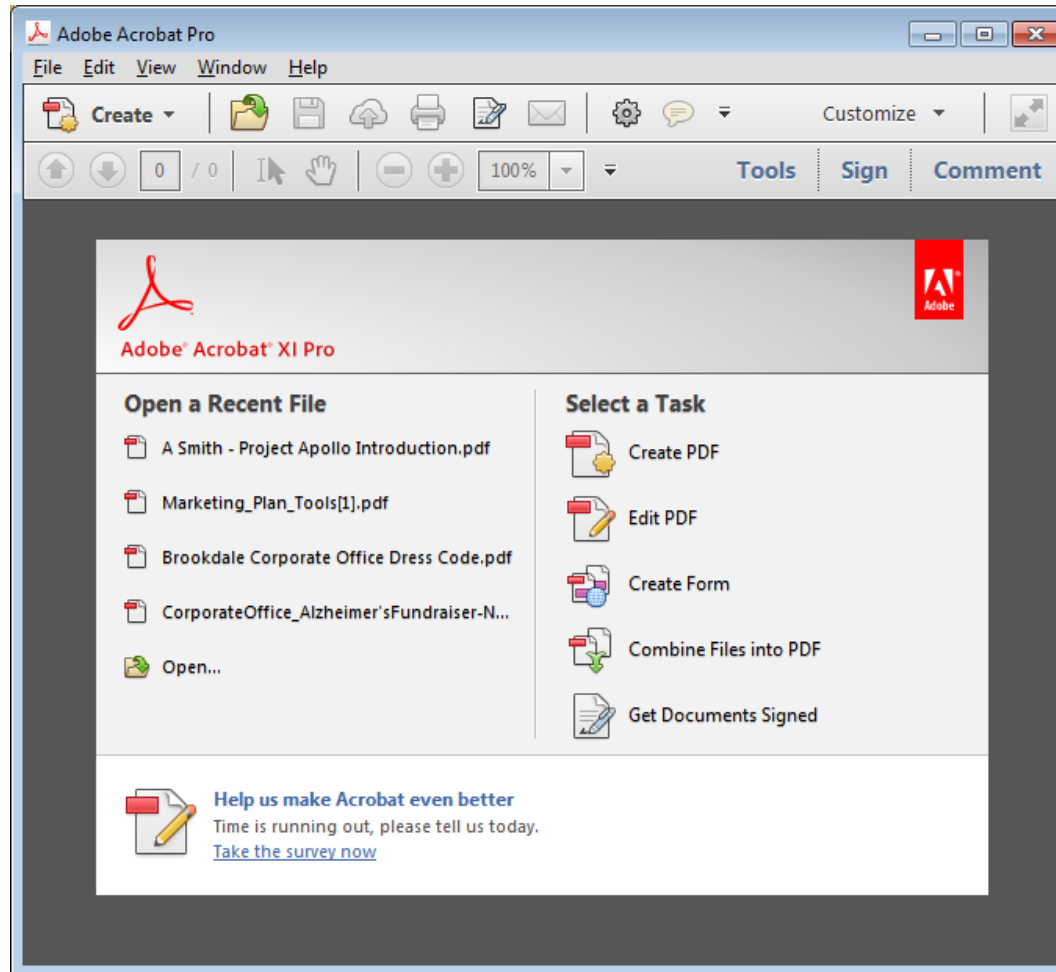


# Websites/Microsites





# Interactive eBooks



# Streaming Videos



# Mobile Learning



# Electronic Performance Support Systems

# EPSS

# Synchronous Stuff (Webinars, VILT, etc.)



# Rapid eLearning Modules

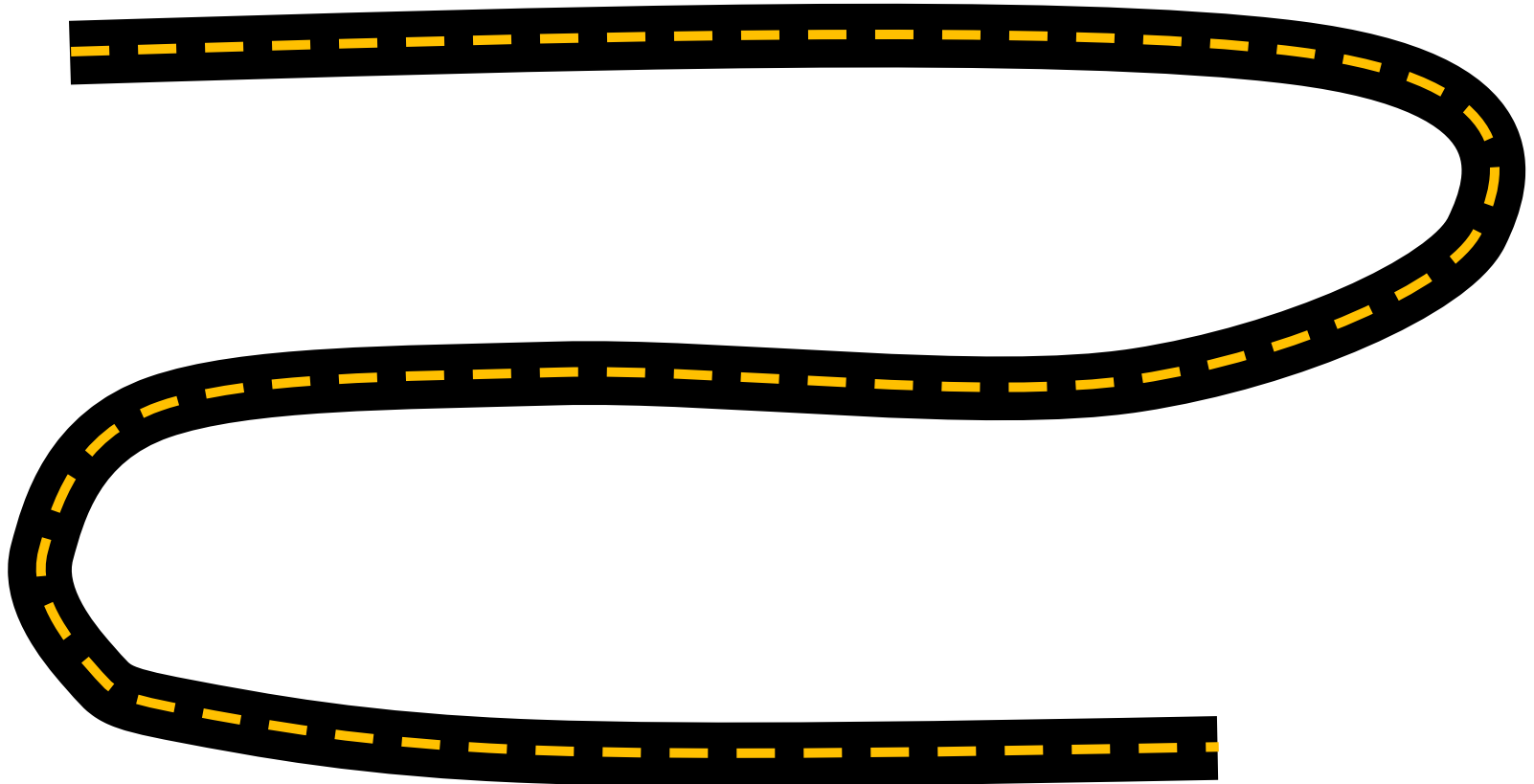


# Scenario-based eLearning



*What are the most popular e-learning tools?*

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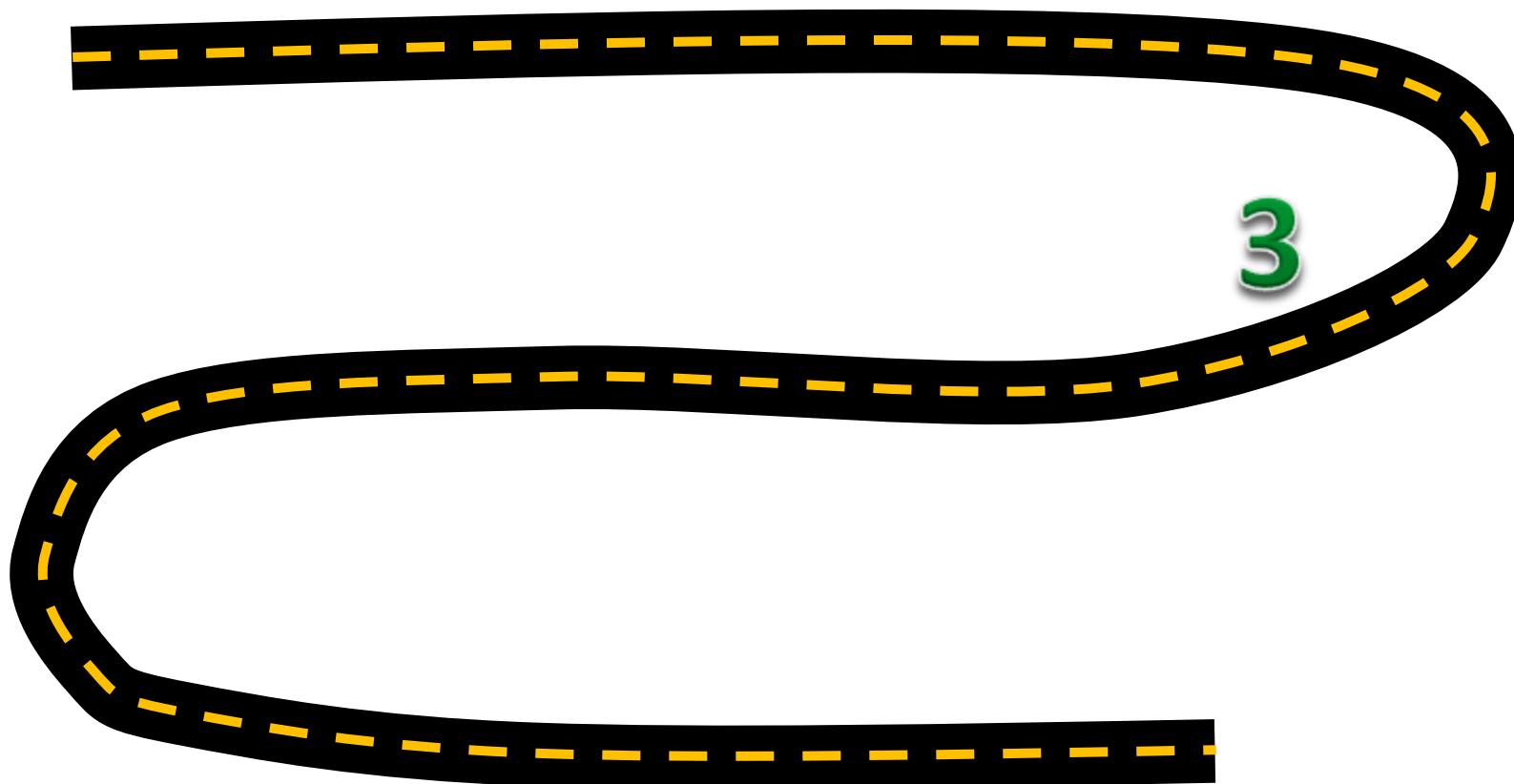




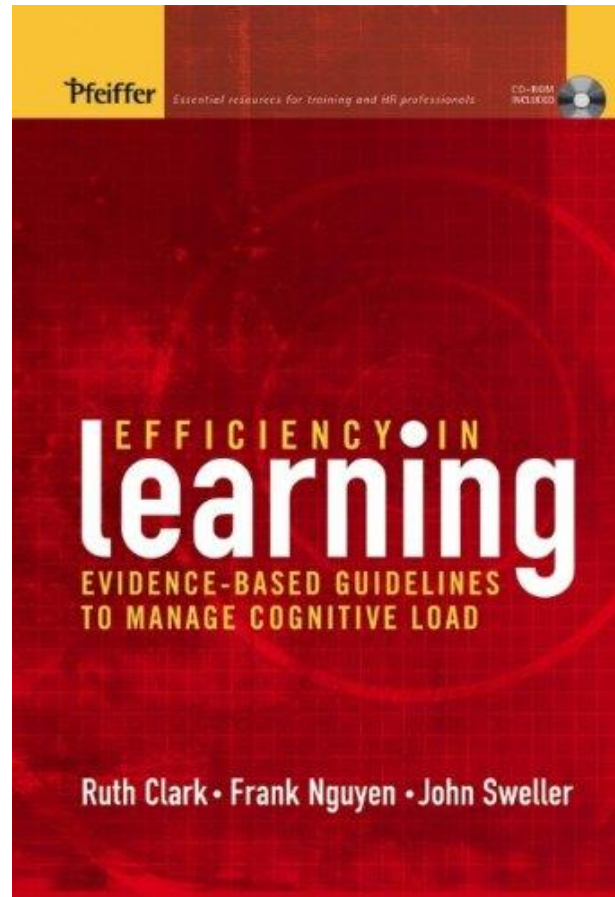
# Popular Authoring Tools

- Articulate Storyline
- Adobe Captivate
- Lectora
- Articulate Studio '13
- Adobe Presenter
- Adobe eLearning Suite
- Audio editors
- Video software
- Web tools
- PPT

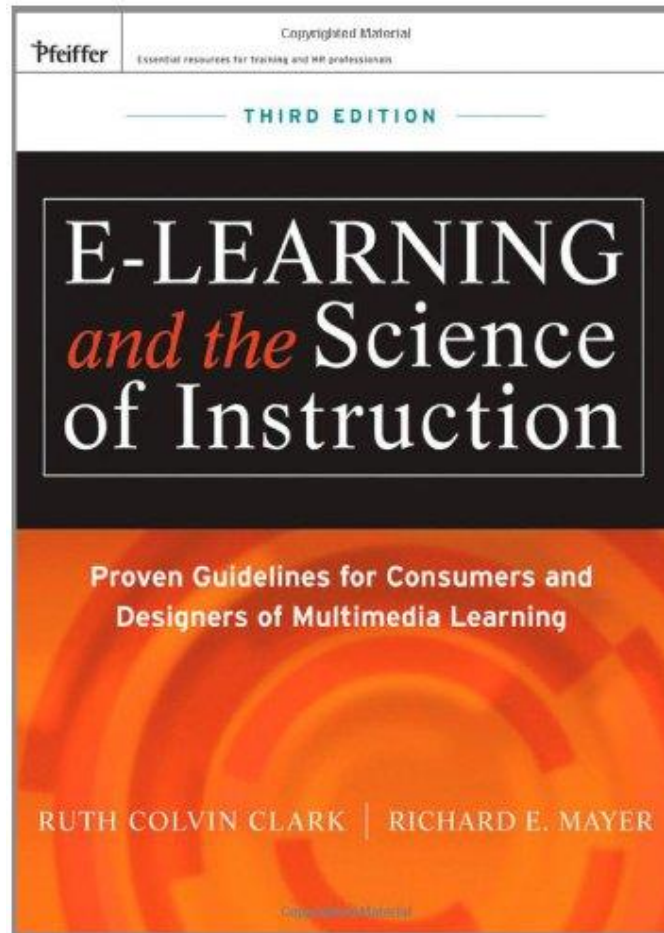
# *How can I apply research to e-learning?*



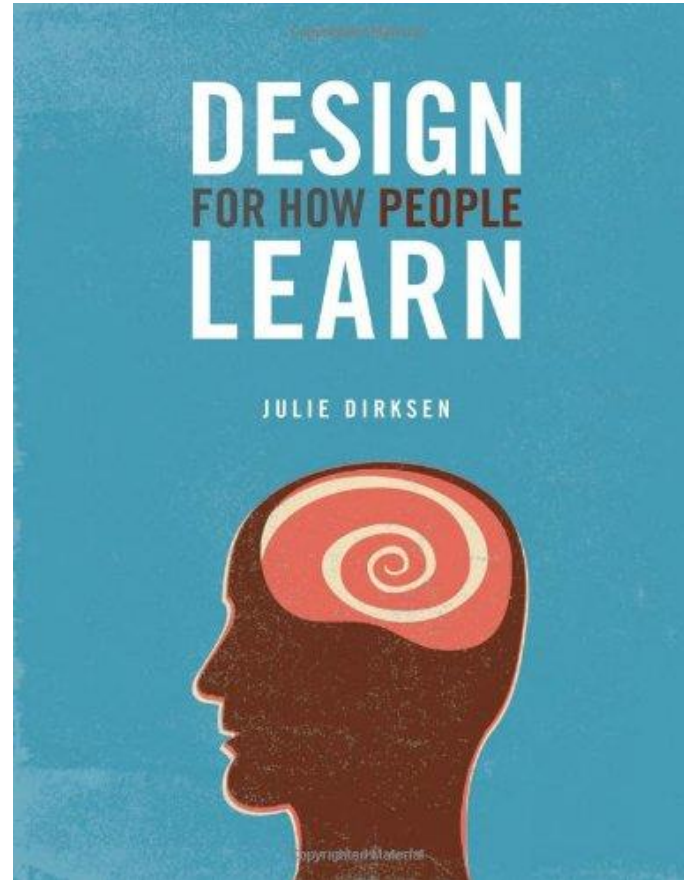
# Manage Cognitive Load



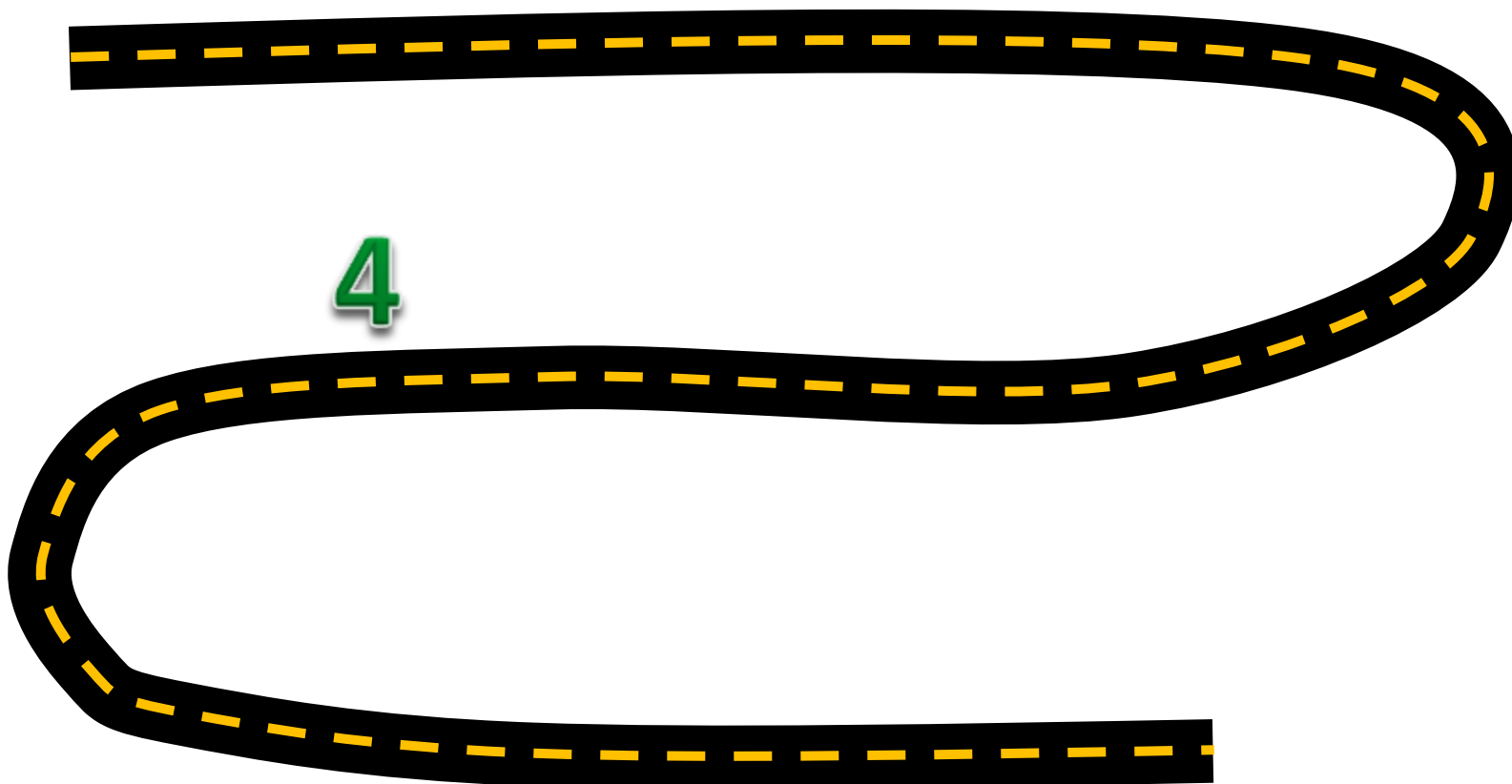
# Use a Cheat Sheet: 50-ish Principles



# Design with the Brain in Mind



*What else do e-learning pros need to know?*

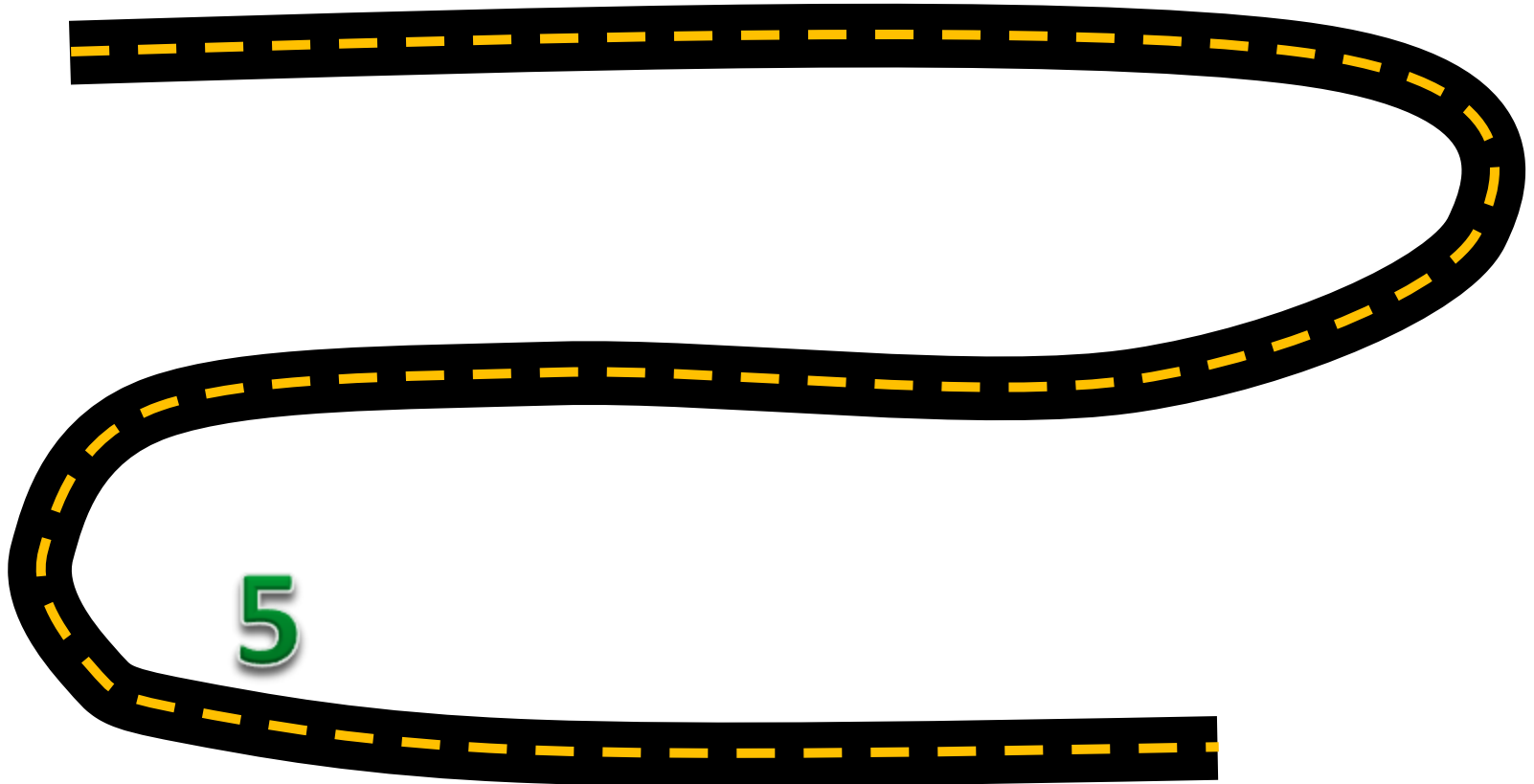


# Other Important Stuff

- Speak the language of business—not the language of I-Os
  - KPIs, metrics, cost savings, ROI, ROE, ratios, strategic alignment, margin, stock performance . . . read the annual report!
- Visual design
  - *White Space is Not Your Enemy, Better Than Bullet Points, Slideology*
- Learning management systems (LMS)
- Needs assessment
  - HPI/HPT
  - Performance analysis (Mager & Pipe flowchart)
- Evaluation
  - Secret to being a rock star?
  - SurveyMonkey is your pal
  - Kirkpatrick's Four Levels & the other ROE, Phillips ROI Methodology, CIRO, CIPP, Success Case Method
- Read *Flawless Consulting*, then consult flawlessly



# *What about career prospects?*



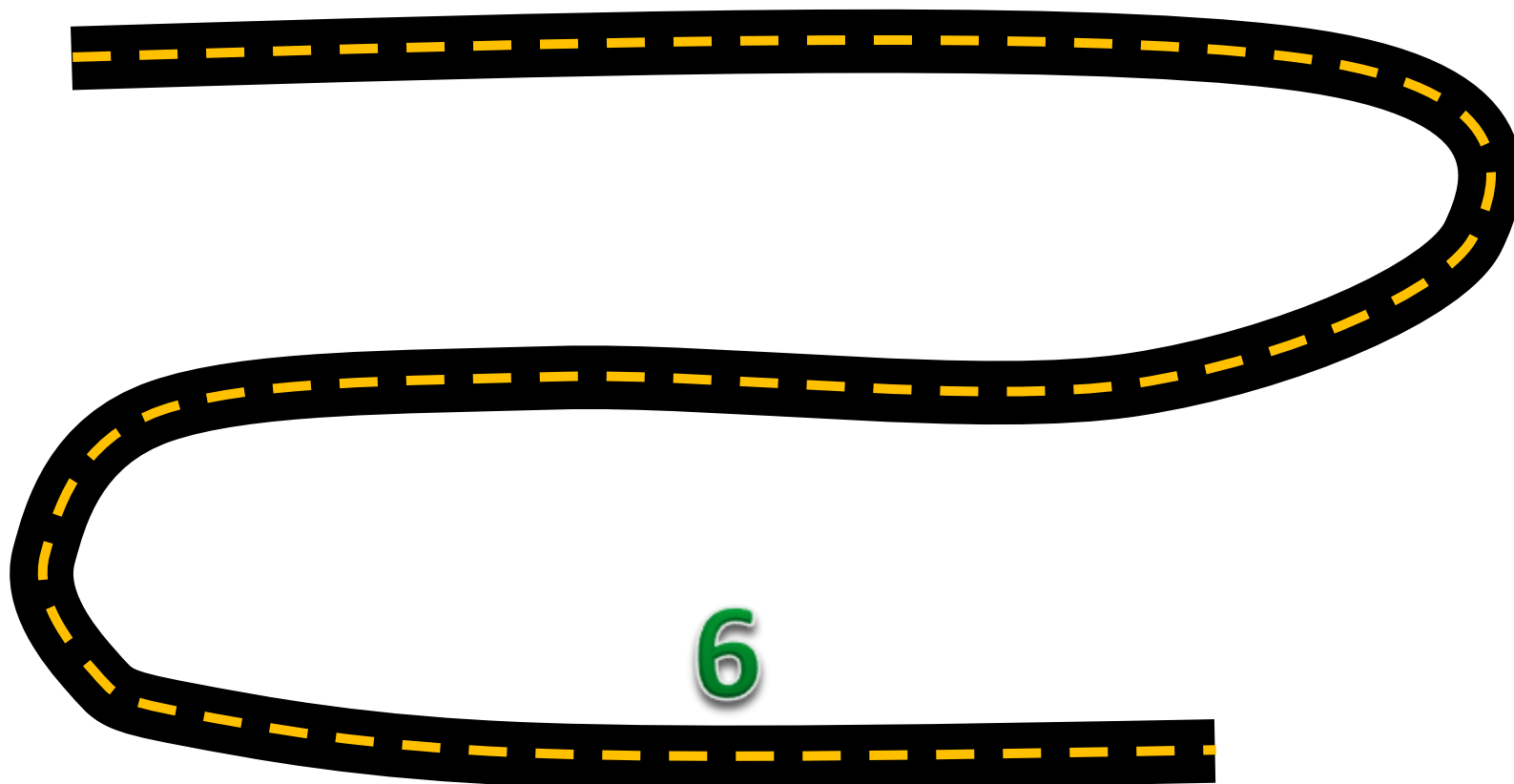


# Career Prospects

- Multimedia Developer
- [Rapid] eLearning Developer
- Instructional Designer
- Management
- CLO
- Supreme Ruler of the Universe
- External consultant
- Vendor
- Salary reports & calculators
  - eLearning Guild
  - ASTD
- Value of extra part-time work . . .



*How can I get started quickly?*



# How to Start Quickly

Read the Right Blogs



Parrot in PPT



Develop in PPT



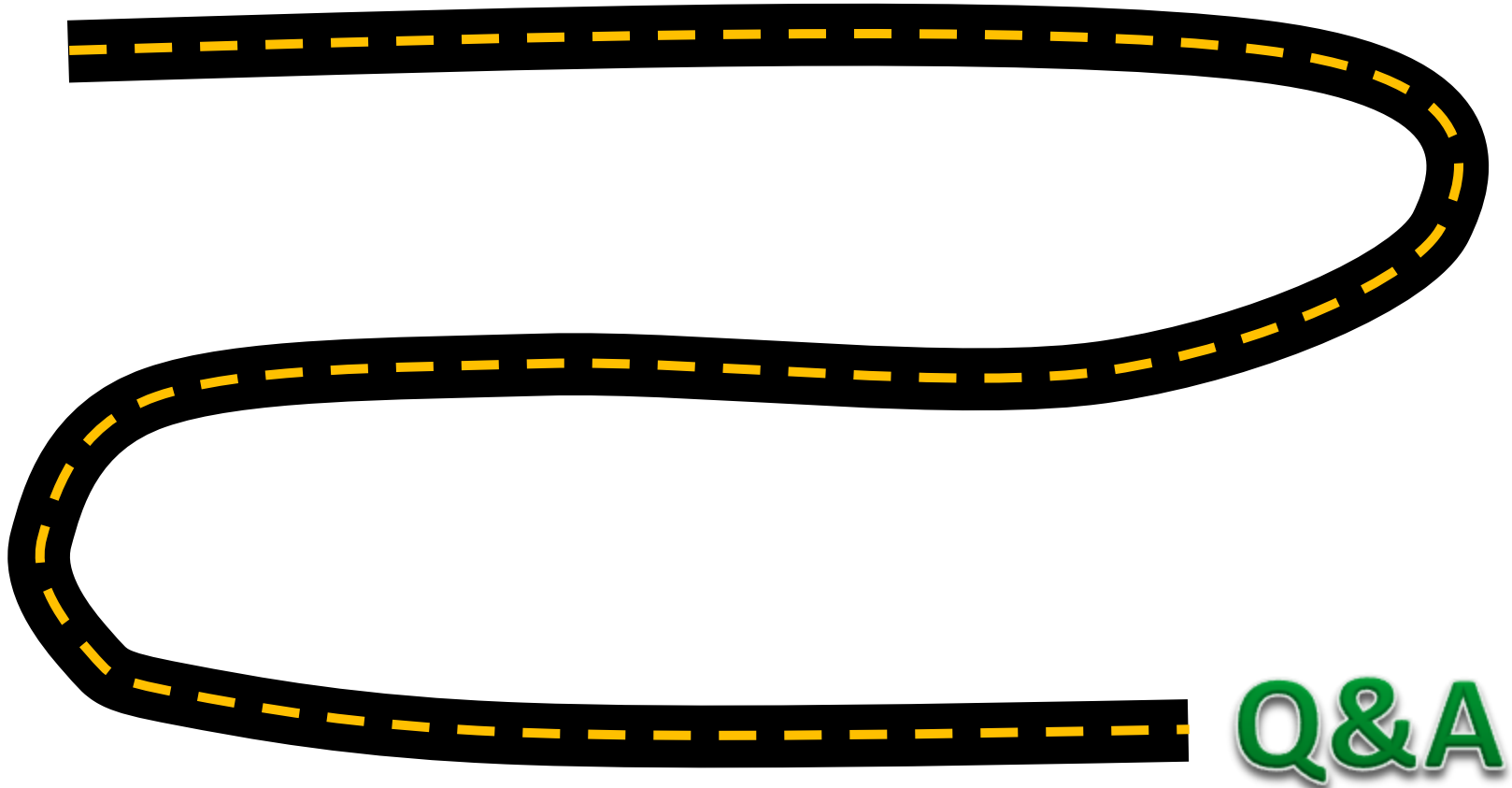
Storyline Trial & Tutorials



Portfolio in SCORM Cloud & PDF



*Answer my questions, e-learning guy!*





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