

# More Than Just “Click Next”

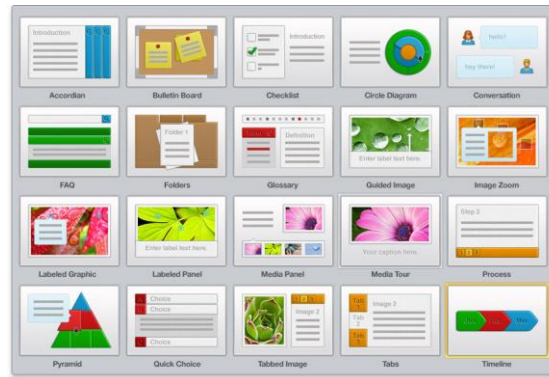
Creating Innovative &  
Interactive eLearning

*Session Speaker: Bianca Woods  
@eGeeking*





articulate®



We're making more eLearning ourselves

There are more options for what we can create

There's a push for "interactivity"

# New Challenges

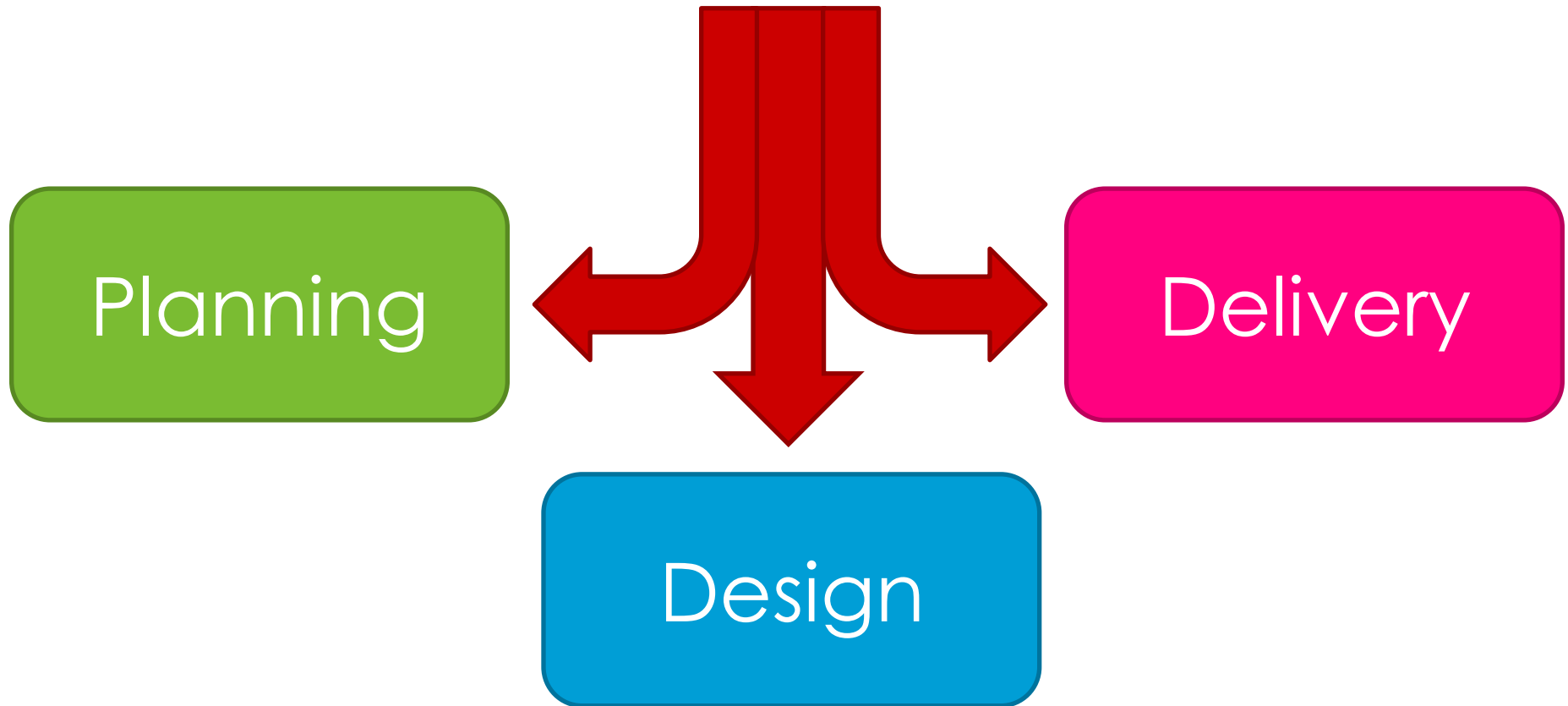
**Clicking buttons doesn't  
make your eLearning  
more engaging**

# Your real challenge

Creating  
eLearning that  
**actually**  
increases  
engagement for  
your learner

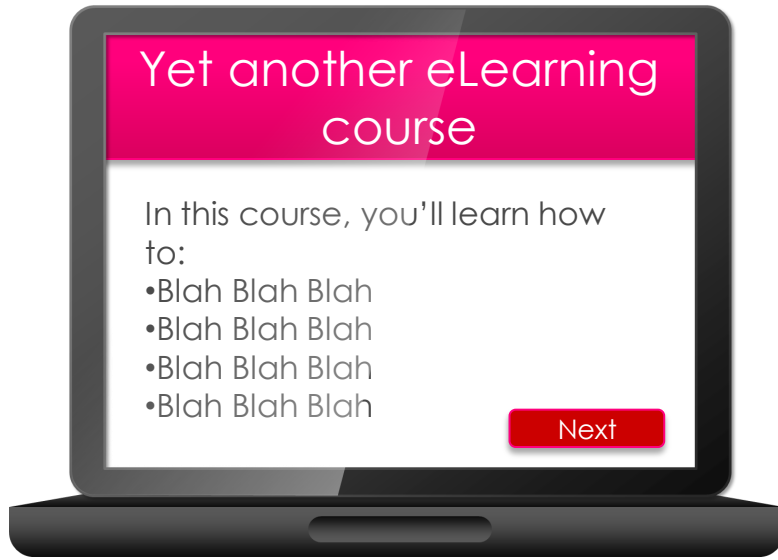


# Rethinking your eLearning during...



# Planning

*What you need to figure out  
before you even start writing*



Does it **NEED** to be eLearning?





**Infographics**

**Job Aids**

**Videos**

**Games**

**Classes**

**Mentoring**

**Books**

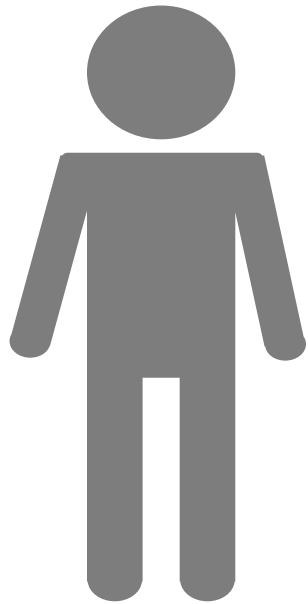
**Presentations**

**Blog posts**

**Webcasts**

**Social learning**

**Does it ONLY need to  
be eLearning?**



**Your Average  
Learner**

**Who exactly are our learners for this content?**

**What's their experience with this topic?**

**What's their world like?**

**What do they already know?**

**What don't they know?**


**Why will they want to know this content?**

**When will they need to use what they learn?**

**What are they hearing about this topic?**

**What is using this content going to be like in their real work?**

**What do we know  
about our LEARNERS?**



I finished the  
eLearning...  
**now** what do I  
do?

**What do they actually  
need to DO after?**

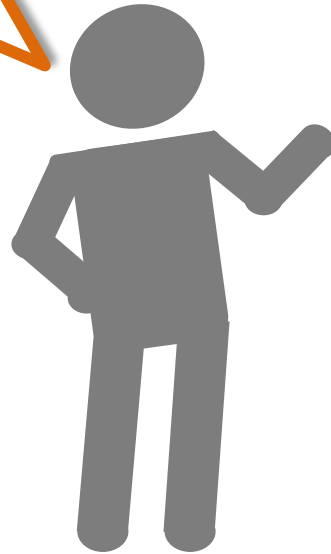
# Design

*Thinking about the nuts and bolts of your eLearning*



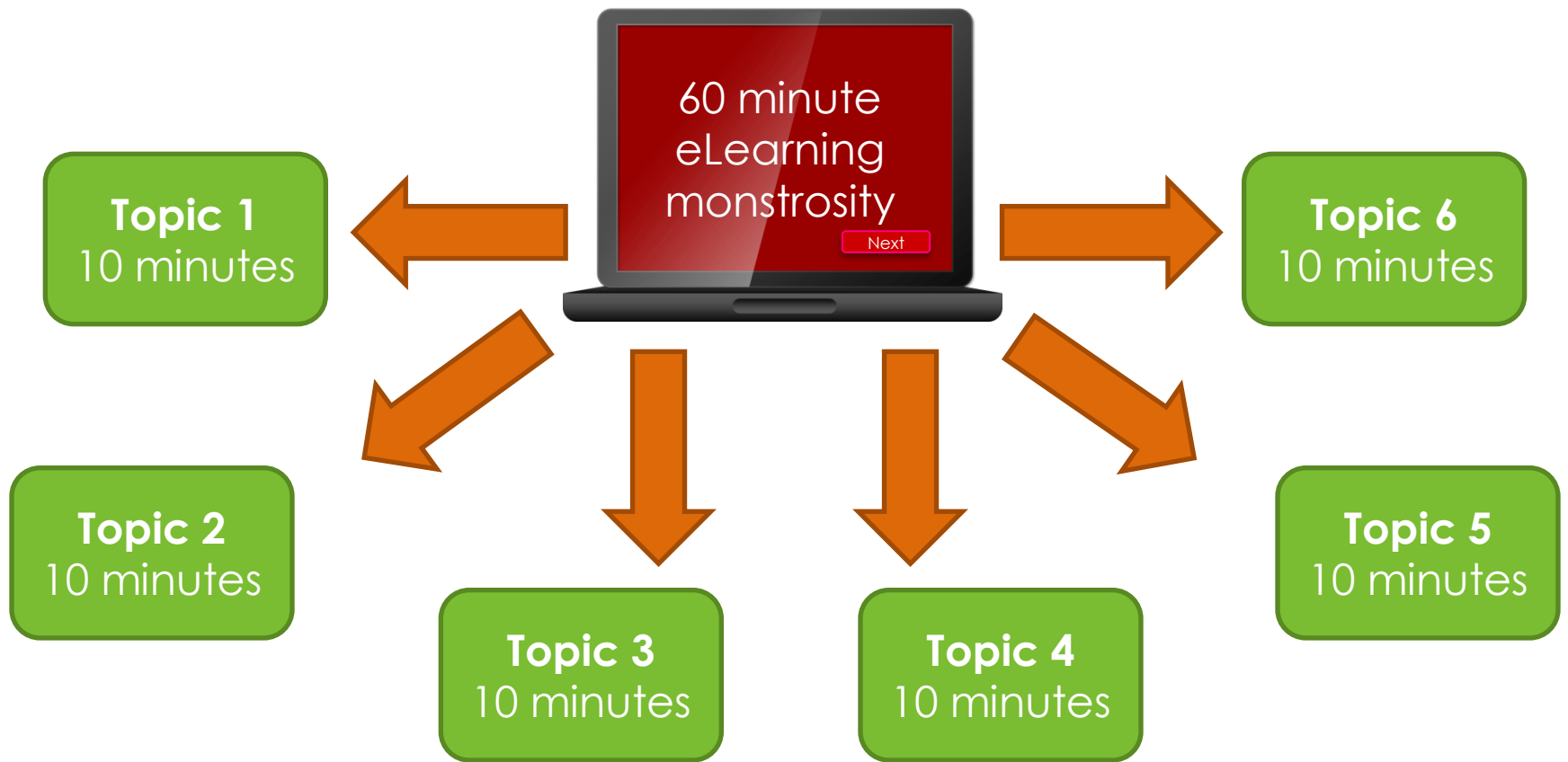
**Avoid content dumps!**

Or, to put it  
another  
way...



**W**hat's  
**I**n  
**I**t  
**F**or  
**M**e?

**How does it tie back to  
the learner's real life?**



**Chunk your content into  
small, logical bites**



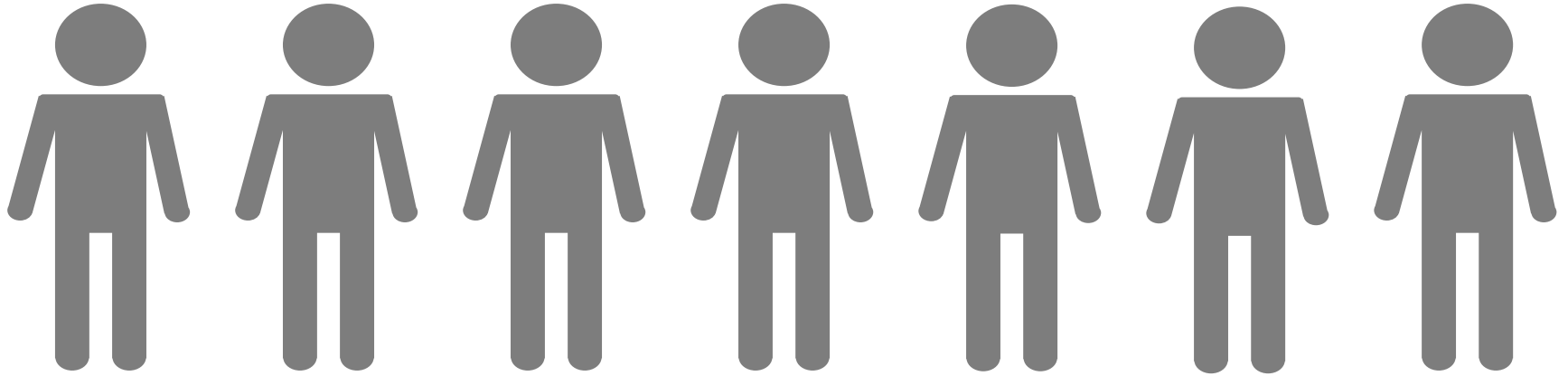
**What's your story?  
Where's the emotion?**





**Provide examples from  
the real world**

Not too complicated... not too easy... **just** right!



**Write for your audience**



VS



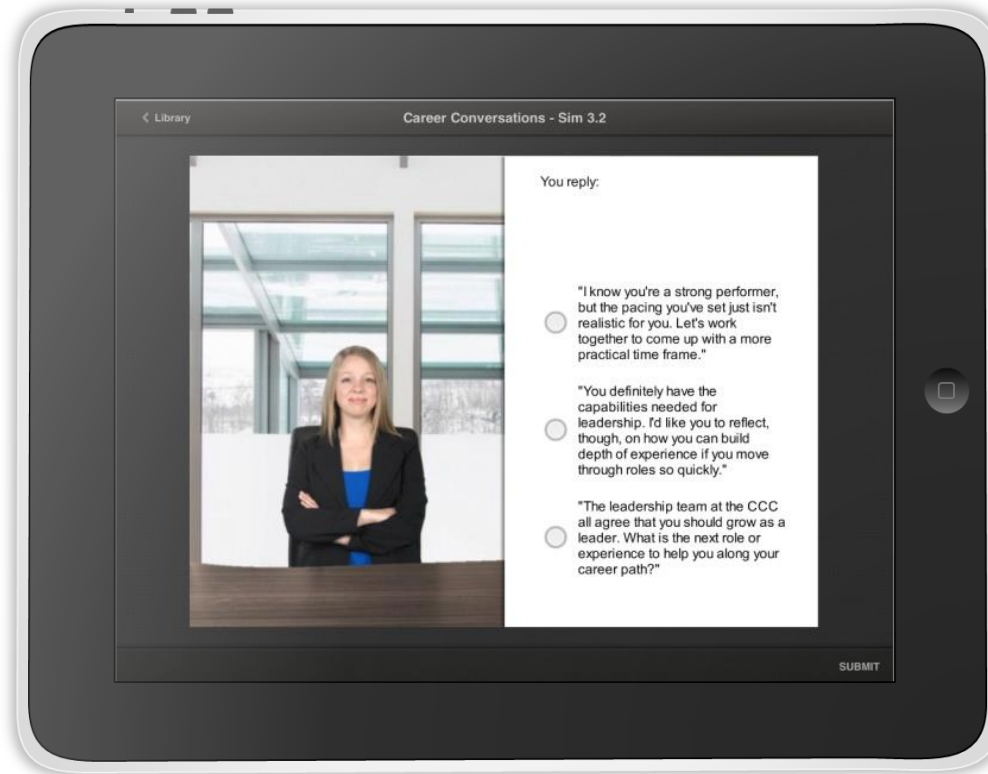
Think carefully about  
the look & feel

\*sigh\*

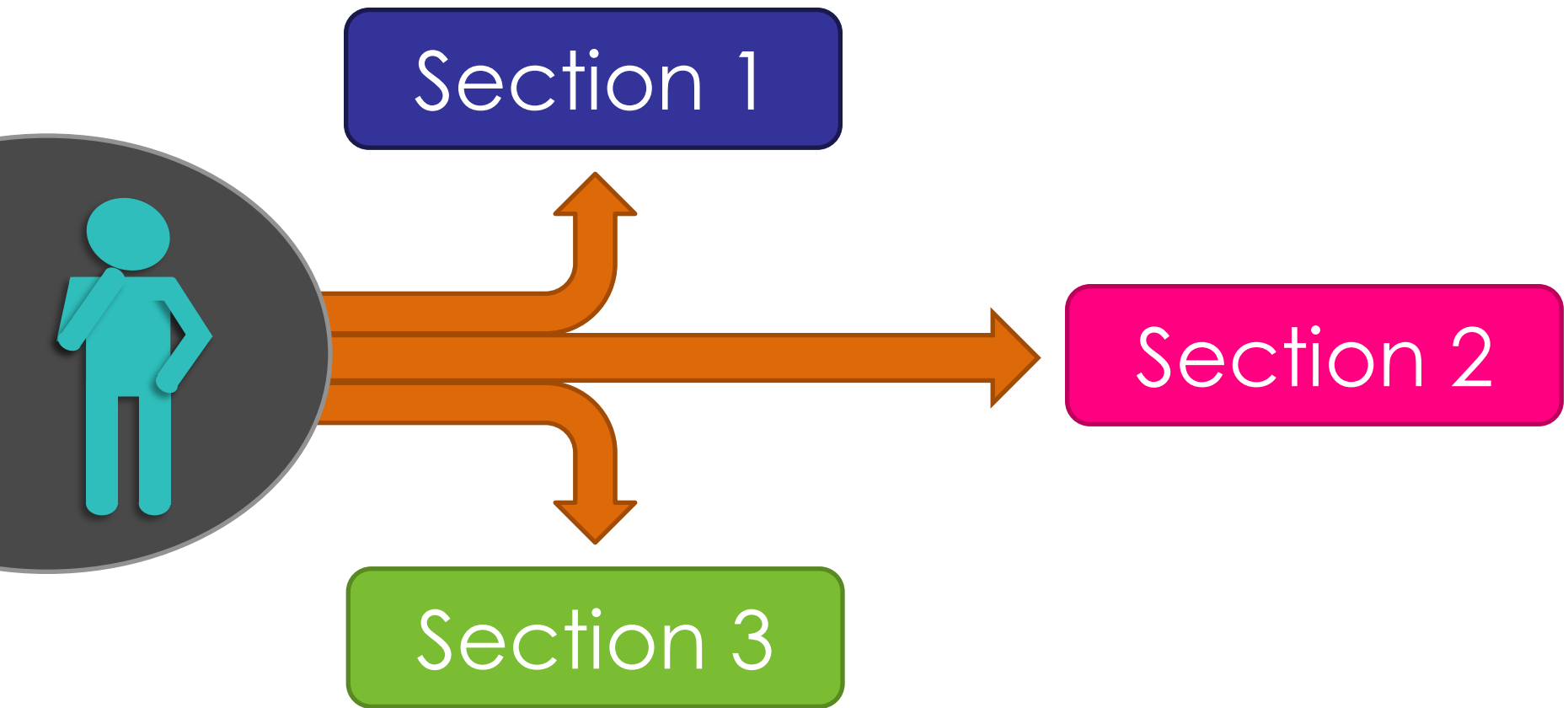
Why does this  
eLearning like  
playing “Hide  
The Text” so  
much?!



Use interactions only  
where it makes sense



Leverage  
“learning by doing”



**Let the learner choose  
how they explore**

**Pre-Test**

Skip learning  
completely

Skip parts of the  
learning

Just do a  
refresher

**Pass**

**Fail**

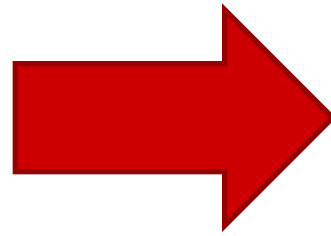
Do the full  
learning

Do additional  
lessons/activities

Do a remedial  
section

**Let people opt-out if  
they already know it**

# THIS



Doesn't  
actually tell  
us anything  
important



Does it **NEED** to have a  
final test?





So what  
should I do  
**NEXT?**

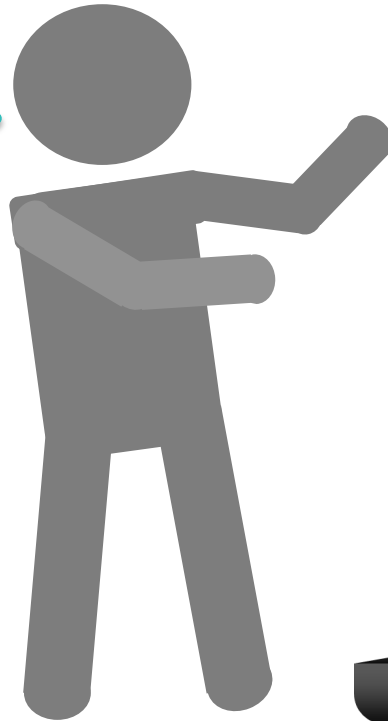
**Websites to check out**  
**People to contact**  
**Books to read**  
**Related skills to learn**  
**Next courses to try**  
**Cheat sheets & job aids  
to help on the job**  
**Podcasts to listen to**  
**Mailing lists to join**  
**Newsletters to read**  
**Social media to follow**

**Give them resources so  
they can keep learning**

# Delivery

*Just because your project is published, doesn't mean your work is done*

Step right up and try your hand at some eLearning!



**How are you promoting your learning?**

**GRRRRR!!!**

How can I **DO** the learning  
if I can't **FIND** it?!



**Where does your  
learning “live”?**



**What devices can  
people access it with?**

**eLearning becomes  
engaging when it ties  
back to the learner**

# Additional Resources



<http://biancawoods.weebly.com/engaging-elearning.html>



<http://e-geeking.blogspot.ca/>



@eGeeking