

Making the Business Case for Going Digital

In today's technologically charged business world, organizations must quickly adapt to emerging technologies or risk being left behind. Technology is necessary to remain competitive and at the forefront of change. As more training programs become virtual and learning moves beyond the event itself, a transformation to digital content delivery is essential to support today's workforce.

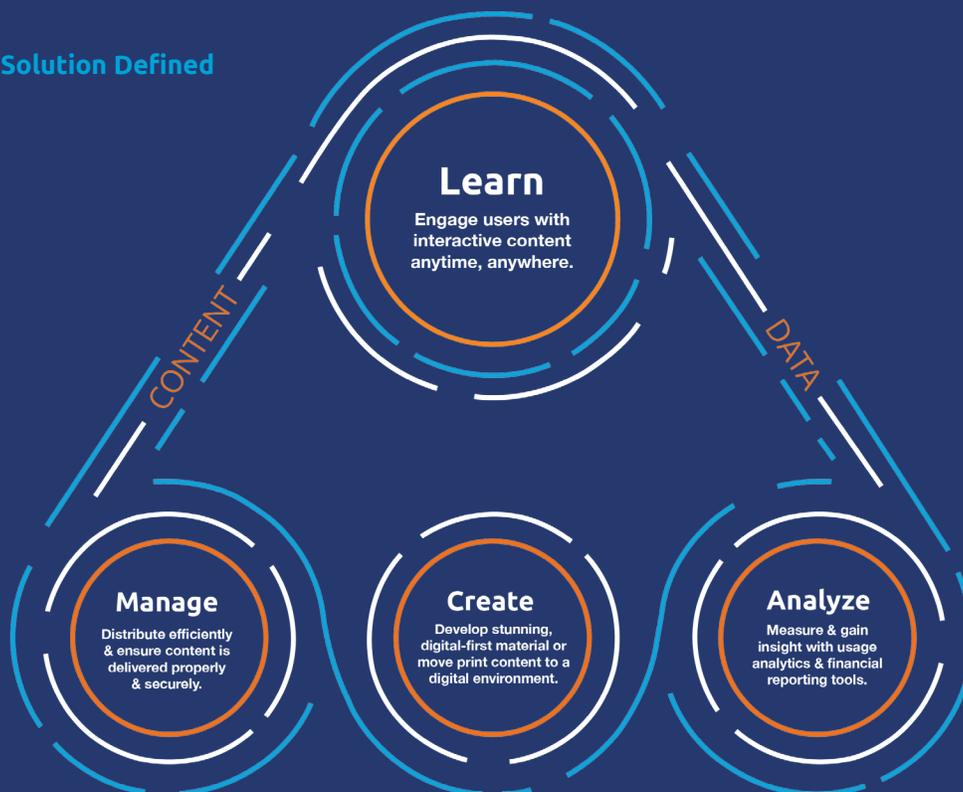
According to Training Industry, Inc. research, approximately 91 percent of organizations currently use digital content in training initiatives, and 40 percent are planning to refresh or upgrade their e-book or reader platform in the next 12 months. It is little wonder why organizations have shifted toward a digital mindset. In a world where we have access to so much technology, the learner now expects every experience to be immersive, interactive, and most importantly, engaging.

A digital content solution puts the learner first. (See Figure 1.) Digital delivery gives organizations the flexibility and speed to adapt to fluctuating circumstances

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by more effectively managing, creating and analyzing content to enhance the learning experience. Every content piece can be enhanced to maximize its impact – from note sharing and social capabilities to embedded media and interactive elements. And the solution can help with one of the biggest challenges in learning and development today: ensuring the experience is consistent, regardless of where the learner is located.

Figure 1.
A Digital Content Solution Defined



A digital content solution puts the learner first.

While research has shown that digital content delivery solutions are most important to accounting and finance departments, all departmental functions can benefit from using digital platforms for content delivery. Companies can deliver a wide variety of content to their employees, partners and customers, including policy, benefits and procedural manuals, product and service information, and training and educational resources.

Training Curriculum Design

When designing training courses, Training Industry, Inc. research reveals that 60 percent of respondents believe that including pre-training activities like reading materials and preparatory exercises are important for content development. And 85 percent believe post-training materials like job aids and reinforcement materials are important considerations.

The ability to use technology to disseminate information pre- and post-training transforms an individual event into a learning experience. These ongoing touches extend the life of training and increase the likelihood that learned skills will be applied on the job and become engrained practices.

Benefits of Going Digital

Constantly faced with the challenge of deriving the best value from every investment dollar, organizations must strategically build a solid business case for digital content delivery. Let's further examine the facts and explore the tangible benefits of going digital.

Learning at the Point of Need

Imagine a service technician who is on a job site and has access to interactive manuals that can help him complete the job quickly and exactly the way you want him to perform the task. Mobile access to job-related information can increase performance and boost



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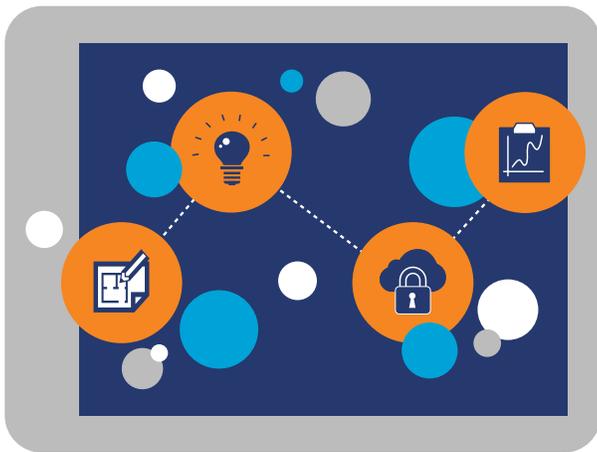
productivity for both the employee and the organization. Digital content delivery platforms allow learners to access content at any time, from any location, on any device. This availability enables organizations to reach a broad audience, extending outside company walls. Technology doesn't just provide learners with content, it allows learning to take place at the point of need in a safe and secure manner.

Easy and flexible content updates

In today's competitive business environment, sales reps require up-to-date information on products and services to effectively close a sale. Outdated print manuals may prove a disservice to a sales rep who is in the middle of a negotiation with a potential client. Giving inaccurate information can ultimately spoil a deal and deter repeat business. Organizations cannot afford to risk employees obtaining the wrong information or competing companies gaining a competitive edge. Delivering content digitally enables organizations to make instantaneous updates at the speed of business.

Increased speed to competency

When onboarding new employees, time is money. The longer it takes to bring new hires up to speed, the more time, money and resources are wasted. Whether pre- or post-training, technology can provide learners with the information they need, when they need it most. Having immediate access to content enables the employee to feel more confident in their job and ability, leading to increased productivity, engagement and efficiency. These added touches extend the life of training and increases speed to competency, saving both time and money.



Improved engagement, deeper meaning

Organizations can spice up their static content by embedding interactive elements into digital materials, such as videos, quizzes and assessments. Interactivity enhances the learning experience and engages the audience. Instructional and how-to videos can provide a visual for the proper way to perform a task and illustrate do's and don'ts associated with the job. Interactive quizzes can check for comprehension and help pinpoint where a learner may be struggling. Basic administrative features such as content editing and downloadable content options enhance the user experience beyond a print material.

Robust measurement and tracking capabilities

Digital content delivery offers increased measurement capabilities that print delivery cannot offer. It allows organizations to track receipt of materials, content usage, click rates, completion scores and various other metrics of interest. The ability to see how employees are interacting with content allows organizations to gauge interest in courses, resources and materials, gaining insight into what elements are underperforming and require attention. Additionally, industries that require compliance with various safety and legal standards can easily verify which employees have completed the mandatory reading.

Digital delivery can transform static content into an engaging and dynamic experience that goes well beyond the printed page.

Moving Forward

Developing a digital content strategy requires proper planning and execution to ensure maximum business impact. Identifying the areas where technology can streamline business practices, eliminate waste, and add value is essential to creating an effective strategy that targets the right objectives. Digital delivery can transform static content into an engaging and dynamic experience that goes well beyond the printed page.