



Video Arts tips for developing successful courses

Design

- *Make the business case:* not just for the course, but for blended learning approach itself. What are the advantages to the business of blended learning?
- *Set objectives and measures* of success using your business case. These will guide your strategy and keep you on target. They should include feedback from the learner, their manager and the broader business that measures tangible changes in behaviours, performance and results.
- *Think about budget.* It would be great to fly Warren Buffet over for a sales seminar, but this is real life. What you can afford will shape your plan. What resources will deliver the best value?
- *Choose your media and content,* based on
 - The depth and complexity of knowledge, skills or attitudes you want to develop
 - How much face-to-face contact you need
 - Your audience - how will they respond to different forms of media?
- *Storyboard your plan,* and assess the journey from a learner's point of view.
- *Define your plan* to make sure everyone knows what's expected of them at each stage – and what's coming next.

Deliver

As you work through your plan, it may be worth having a schematic that shows how it balances face-to-face, online and other support tools:

Face-to-face:

Classroom
Workshops
One-to-one coaching and mentoring
On-the-job training
Team exercises

Online:

E-learning modules
One-to-one coaching and mentoring
Collaboration and networking tools

Other:

Printed materials
CDs and DVDs

Review

- *Assess the course* against your business case. How well did you deliver against your objectives and measures?
- *Measure the impact of the methods,* as well as the learning itself, to guide the balance of tools in your next programme.
- *Measure impact on personal performance.* Engaging and entertaining learners is great, but you need to measure the impact of your course on business results.