

**What makes a GREAT  
E-Learning Module  
Facilitated by Adam Dawes**



# Six Key Steps



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## Step 1: Grab the learner's attention

Let them know what's in it for them. What are they going to know or be able to do differently by the end of the module? Another way of getting attention is by being thought provoking, give statistics or very quick snippets of real life situations that make your learner sit up and think.

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## Step 2: Get them to think

A really good technique for this is using open input questions. Ask a question and allow your learner to think it through and give their answer. This will give them time to think about what they already know and any areas they are unsure of. On the next screen, show them a model answer and they can compare it to theirs, noting any differences or points they are not clear on.

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## Step 3: Present content in small chunks

Reading on screen is more difficult than reading on paper and therefore it's particularly important that information is broken down into bite size chunks of no more than a paragraph or two to allow learners to absorb it fully. If you can use interactive means such as clickable text or graphics this is even better as it means they can really work at their own pace, drilling down into the information as and when they are ready.

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## Step 4: Frequent knowledge checks

Particularly important when imparting lots of new knowledge is to test that knowledge as you progress to allow learners to check their own understanding. You can do this using many questions types, but the most popular are multiple choice and drag and drop. It sometimes works to ask questions before you present information, alerting your learner to the fact that their knowledge of the subject may not be quite as high as they first thought.

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## Step 5: Tell stories

Everyone loves a good story, it's the reason gossip and soap operas are so popular. In learning, stories help learners to relate to concepts in real life situations, consolidating any new knowledge. They can also be used to provide a safe environment for learners to try out new skills, particularly decision making.

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Step 6: Summarize well and point to other sources of information

At the end of your e-learning make sure you summarize the key points and give your learner pointers to where they can go to find out more. Remind them too, that the e-learning is available as a refresher whenever they feel they need it.



# Module Types: Informational and Technical



# Module Types: Information Module



I created an informational module for Kellogg's that educated the sales team on Publix, a big southeastern food chain.

Research required is different than a technical module. For this module I researched; history of the company, product types, community involvement, and linking the two companies. This educated the sales team to know more about Publix.

# Module Types: Technical Module



I also created a BlackBerry Basics module, which was a Technical module for Kellogg's Sales department. This module educated the sales team on how to use their BlackBerry phones. The content for the module was from a PowerPoint.

Research required is different than an informational module. For this module I researched; technical documentation, other technical modules, interaction examples, and writing procedures. This module covers functions used on the phone. Functions covered were; taking a call, sending a text, send an email, use the calendar, taking a photo and video with the camera.

**Conclusion**



# Conclusion



This concludes our presentation on “What Makes a Great E-Learning Module”. Thank you for the facilitation opportunity.

During this presentation, we reviewed:

- Steps on creating a Great E-Learning module.
- Reviewed research process differences between Informational and Technical modules.