



# Delivering Content via the Web

If you are considering making Web-based training the focus of your organization's training delivery strategy, you will have to figure out how to redesign your existing course content.

Why? Because one of the big strengths of a Web-based training program is its interactivity. Students can take quizzes, click on icons to learn more if they need help, and of course monitor their progress. Paper-based training manuals in plastic binders are interactive only in that students must turn the pages themselves.

Much of the content you have right now will continue to be valid – after all, the messages you want to get across to staff remain pretty much the same – but will have to be repackaged to take advantage of the new medium.

## Assessing What You Have Now

The first thing to do is figure out what you have right now. Does the content of your training programs reside inside the heads of your instructors? Do you have content on interactive CD-ROMs? Do you have shelves full of manuals that are handed out to students at the start of courses? Any reformatting of your course materials will begin with an understanding of how the courses are delivered right now.

In most cases, you will not simply be able to move workbooks, CD-ROMs and computer-based content directly to the intranet. Creating an effective Web-based training course often requires rethinking the course design.



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Why? Well, an instructor standing at the front of a classroom is able to rely on visual feedback from his/her audience. The instructor can inject the amount of interactivity he/she feels is required. On the Web, that interactivity must be designed into the course.

## Designing and Building a New System

How much work needs to be done? And what will that work cost? That depends on your existing training programs. Have you already designed the framework of a new training program, a structure that will take advantage of interactive elements and allow managers and students to monitor progress? If so, that's a great start. If not, the design of the framework will be the foundation on which everything else will be built.

From there, you will need to reformat your existing content (edit it down, mostly) to fit with the way people read from computer screens (not very well) and to take advantage of interactivity (create quizzes and click-throughs and glossaries and access to further content).

You will also need to translate your redesigned course materials if you believe (as we do) that people learn better when offered a chance to learn in their native language.

You will need to incorporate audio and video clips into your redesigned course material if you believe that audio and video will enhance your students' learning experience. In some cases this will be extremely helpful (e.g. how to refit a turbine blade on an aircraft engine) and in other cases unnecessary (e.g. how to use a spreadsheet).

## Moving Forward

What will it all cost? As with so many things, it depends. It depends on what materials you have available right now, how ready they are to be ported to a Web-based training module, and whether or not you have the resources internally to handle the job yourself.

Do you want to deliver a local language solution? Will your people in Bangkok or São Paulo or Prague or Shanghai learn best in their native languages? Do you want to incorporate audio or video? Do those clips exist already? Or does that tape need to be recorded?

There are many variables, and every organization has a different level of preparedness for the move to the Web. The first step is to decide what you have; the next step is to decide what you want. Then – if you're not going to do it all yourself – you find the right partner.

**"We have to be realistic about the current technology. Are people really going to read long documents off of their screen? Even I don't read magazines off of the screen."**

*– Bill Gates, CEO, Microsoft*

*NetDimensions™ creates knowledge management solutions that distribute, document and administer corporate training programs over the Internet and through intranets and extranets. NetDimensions' main product is the Enterprise Knowledge Platform™ (EKP™), an open-architecture solution designed specifically to meet the needs of global companies. For more information, please visit [www.netdimensions.com](http://www.netdimensions.com) or call Sales at (852) 2122 4500.*