

Marketing ROI of eLearning to Your Company

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Abstract- Each year, companies spend millions of dollars on instructor led training (ILT) sessions that are poorly attended. These attendance trends come from a variety of reasons, including but not limited to, timing, location, subject, and duration. In spite of the alarming trend in declining training session attendance, companies still refuse to invest in eLearning solutions. Instead they continue to pump money into a broken and ineffective system and consequently continue to wonder why their employees are not being trained more effectively.

In speaking with several members of the training community, it was discovered that a majority of the trainers do not engage eLearning systems simply because they do not know how to gain approval for them and justify the initial expense to the decision makers in their companies.

This paper will examine different ways to measure ROI of eLearning and assist training professionals in preparing their case for presentation to their decision makers. We will examine audience participation, enrollment metrics and incentive offerings for both participants and instructors. We will briefly examine different types of eLearning programs and identify which program would best suit particular needs.

Remarks: *The full paper may be found in www.elearningap.com*