

Blended Learning Training Programmes

1) Introduction

This paper demonstrates the approach WLM Marketing Management & Training take to developing, presenting and managing a programme of learning development which will optimise learning inputs and the return on the training investment. The benefits of a blended programme of learning are that it will help to create competitive advantage through polishing and refining skills in the most time efficient way.

2) A Blended Programme of Learning

- a) To design and develop an effective blended programme, we :
 - i) Establish the details of current learning programmes, activities and inputs.
 - ii) Understand the current skill levels and competencies of the participants and the learning objectives, so that we can determine the specific type of learning blend required to meet the learning objectives.
 - iii) We determine details of:
 - (a) The overall learning objectives
 - (b) The current and desired knowledge and skills of the participants
 - (c) The technical environment
 - (d) The required measurable outcomes (KPI's)
 - (e) Time and quality of the learning experience
 - (f) The total cost budget
- b) With this information we put together the most appropriate blend of learning which will take the form of either:
 - i) Using separate delivery methods and linking them together to make a simple blend i.e. the components are standalone. They will function effectively on their own if the others did not exist.
 - ii) Using a series of components that will expected to be taken in a specific order by the participants. This is the most common type of blend. It may simply be some e-learning followed by a workshop; a two component blend. More complex component blends may include diagnosis, reading, followed by elearning, which in turn is consolidated in a workshop.
 - iii) Using an integrated blend of the components in a single, mutually supporting structure. Each component is designed with the others in mind including direct design features, style, cross-references, links and dependencies that make the learning experience a single and unified whole.

- iv) Using multiple deliveries of components offering a variety of different and complementary ways of tackling the same learning task. Typically, where a book, several papers, tutorials and workshops can all offer different perspectives and methods of learning. There is less reliance on structure and order. The components are learning resources offered through multiple channels simultaneously to the participants. A collaborative blend brings further cohesion to the components and participants by providing face-to-face or electronic tutoring, coaching or mentoring and/or collaborative facilities.

3) What are the Benefits of using a blended approach?

A blended approach enables selection of a learning solution that delivers the desired training results. The purpose of blended learning is to drive business results, not simply reduce the costs and efficiency of training. When used appropriately, blended learning can reduce overall costs, accelerate learning and optimise retention, thus maximising the overall effectiveness of the training.

4) The Return on your Training Investment

The measurement of the Return on Investment for begins with defining the reasons and goals for the training, determining how much will be spent on the training, and identifying the amount of return.

There are two ways of looking at this:

- More training for the same costs
- Budget savings

The table below is embedded to allow you to **calculate typical costs for different programmes**. Simply double click on the table to open it in Excel and compare different scenarios. This is only indicative of the typical savings and therefore improvement in ROI that can be achieved. A precise and specific proposal will be developed when all of the information in 2(iii) is available.

5) The Programmes

We design fully integrated programmes which address all of the needs with regard to input, coaching, feedback and measurement. We provide self learning modules for both on-line and offline use using macromedia technology, consultant led web based seminars which will:

- Rapidly deliver engaging self-paced courses
- Easily conduct live virtual classes
- Efficiently manage online training programmes
- Measure and monitor self learning

There are always opportunities included to practice soft skills in face to face workshops.

Calculate your savings on training costs through a Blended Learning Programme

Traditional Days	2	Traditional	Blended	Variance	
				Blended v Traditional	%
Development costs		4,000 €	8,000 €	4,000 €	50.0%
Trainer Delivery costs		7,300 €	3,650 €	-3,650 €	-100.0%
Facility costs		2,300 €	1,150 €	-1,150 €	-100.0%
Travel and Subsistence costs/trainer		1,000 €	700 €	-300 €	-42.9%
Delegate cost off job		580 €	435 €	-145 €	-33.3%
Travel & Subsistence costs/delegate		1,000 €	700 €	-300 €	-42.9%
Total		16,180 €	14,635 €	-1,545 €	-9.5%
	GBP	£11,091	£10,032	-£1,059	-9.5%
Number of participants		12			
Average cost per individual		1,348 €	1,220 €	-129 €	-9.5%
	GBP	£924	£836	-£88	-9.5%