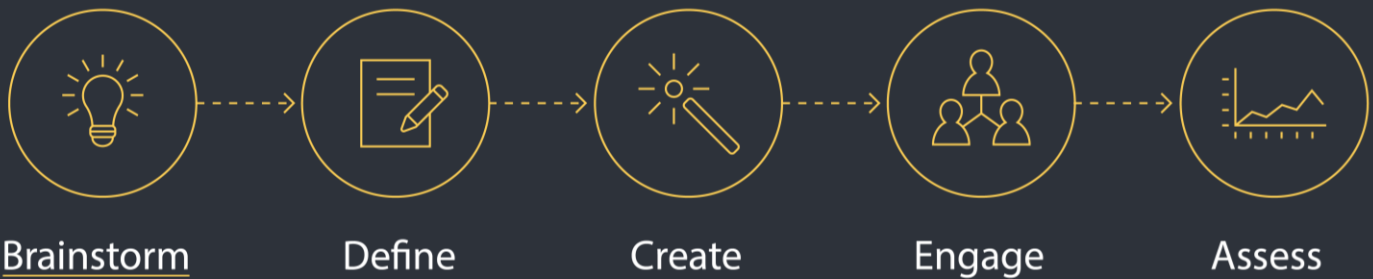


5 steps to create a successful online training program



Successful BRAINSTORMING allows course designers the safe and necessary space to ask themselves and their team meaningful questions that produce effective results.

Use the checklist below to get your team started:

- 1. What is the goal for our online training program? How do we define success?**
 - To teach new skills
 - Offer continuing education
 - Provide learner engagement
- 2. Who is our target audience?**
 - Employees, customers, partners
 - Tech savvy, not so tech savvy
 - Department(s)...sales, customer service, finance
- 3. What format is best for the delivery of our content?**
 - Program with multiple courses (sequential/non-sequential)
 - Individual courses
 - Computer, tablet, smartphone
- 4. How interactive do we want the course to be? Do we have the resources to respond to users?**
 - Discussion posts
 - Online chat
 - Video conferencing