

## Online Course “E-Learning: The LearnBlend Format”

### Training for E-Learning Professionals in Corporate Job Roles

This online training is based on over ten years experience in corporate online training, and workshops on e-learning in corporations. It was designed for e-learning professionals in companies who fulfill their job role without having had formal training on e-learning or blended learning. It covers the whole spectrum from planning trainings and setting up an academy syllabus, training needs assessment, up to instructional design, e-learning script writing and project management. Everything you need to deliver online training to employees, associates, and partners.



While the focus is on e-learning and blended learning formats, you will also benefit from this online course for planning class room trainings. The training is focused on practical application: in addition to interactive learning modules, you can download practical job aids and templates.

**Module 1:** Corporate Training Design (high level)

**Module 2:** Instructional Design

**Module 3:** Writing E-Learning Scripts

**Module 4:** Project Management & Production

**E-Learning Tool Box** based on the LearnBlend format

**Optional Extras (not included in price):** Coaching or Group Coaching



### Who will benefit from this training?

- ✓ E-Learning specialists in corporations with no prior formal e-learning training or who wish to learn best practice methods up to date. As technology advances rapidly, so does e-learning.
- ✓ Subject matter experts and trainers in companies who find themselves in a job role where it is expected from them to plan an online course.
- ✓ Anyone who wants to start a new career in the field of e-learning and corporate training.

### **Duration:** 8 Weeks

(this is highly dependent on how much time you can invest. 8 weeks, if you can spend 2-4 hours daily on the training. You can go as fast or as slow as you want and need to. The licence is valid for 1 year).

### **Investment:** 2000 EUR

**Certification:** LearnBlend certificate, stating the topics, and successful course participation

**Format:** Online, self study only. Access to learning platform: login will be provided after payment

### **Each module consists of:**

- Interactive e-learning modules
- Interactive online quizzes (self assessment)
- Online presentations (pre-recorded) and self study documents
- Learning nuggets in form of videos, animations
- Downloads (work aids and blueprints):
  - PDFs
  - Excel Sheets as Templates
  - Word Documents as Templates and Checklists

**Demo access:** Please contact [info@learn-blend.com](mailto:info@learn-blend.com)

### HOW TO SIGN UP?

Go to <https://learn-blend.com/index.php/academy/book-now>  
or contact us under [info@learn-blend.com](mailto:info@learn-blend.com)

Payment options: bank/wire transfer, PayPal, online payment via credit card

**LearnBlend LP** - 250 YONGE STREET, Suite No. 2201 | Toronto, Ontario, M5B 2L7, CANADA

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[www.learn-blend.com](http://www.learn-blend.com)

## Course Outline

WEEK 1 & 2 – Corporate Training Design: Basics & Overview

WEEK 3 & 4 – Instructional Design

WEEK 5 & 6 – How to Write E-Learning Scripts and Storyboards

WEEK 7 & 8 – Project Management

### In Detail

#### **WEEK 1 & 2 – Corporate Training Design – Wireframe, Basics & Overview: How to facilitate Training & Plan an Academy & Syllabus**

- Training Needs Assessment (TNA)
- Working with Stakeholders and Subject Matter Experts
- Analysis and Decision Making Tools
- Defining Training Goals
- Choose the Wireframe for the trainings
- Choose the Delivery format of the trainings
- Basics on Learning Management Systems, training & video platforms
- Define target groups, personas, and course levels
- Training budgets
- Writing up documents for training approvals, budget, etc.

#### **WEEK 3 & 4 – Instructional Design: rough & detailed**

- How to decide on the format of the training based on TNA
- How to write learning objectives
- How to choose methodology & level of interactivity
- Didactical & training models
- Training methods (online & offline / Blended Learning)
- Learning methods & types
- The Persona
- How to choose the content, length of the training, media, format, level of interactivity
- How to plan assessments
- How to write an instructional design document & Outline of trainings

## **WEEK 5 & 6 – How to write e-learning scripts and storyboards**

- Formats, Templates
- Who are you writing for
- Technical tools / Authoring tools / Software
- How to choose number of slides, content for each slide, format, ...
- How to write quizzes / assessments
- Scenario based learning – how to write scenarios and branching scenarios
- Writing tips & tricks
- Creativity tools (basics)
- Learning games
- Video trainings & Interactive Webinars
- Team building basics

## **WEEK 7 & 8 – Project Management, Production & Roll Out**

- The E-Learning process
- Managing offline training / blended learning
- Plan in time & budget
- Managing teams
- Project management methods & tools for media production / e-learning
- Roll out & inhouse marketing of trainings
- Signing up learners, managing learners
- Evaluation of trainings

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## Why choose The LearnBlend Format E-Learning Course?

This online training on how to design e-learning and blended learning courses for corporate training is not academic and theoretical, but based on over ten years hands on experience.

All theory in the course is kept to a minimum, to provide a basis only. You will find many practical examples from real work experience, and will have the opportunity to apply in interactive examples and quiz games what you have learned in each module.

The course is interactive – you won't have to sit through lengthy video or online presentation as a passive spectator.

### **Technical info:**

The E-Learning course can be accessed on any device with a good internet connection, using one of the most common browsers. The course is responsive, this means that you can also use a tablet or phone, though a laptop or desktop computer is highly recommended for the best experience. The course is optimized for standard laptops!

Audio is NOT necessary, though of advantage, as some e-learning nuggets do have audio. You will always be provided an transcript, though. The interactive modules are presented without audio, so you can progress completely at your own speed. Exception: short videos with transcripts within the modules.

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### Who is the author of the course?



Hi, I am please to meet you! My name is Sabine Schumacher, owner of LearnBlend LP, and I have authored this training for you.

I have worked as a project manager, instructional designer and e-learning and subject matter experts in international corporations.

I have provided in-house trainings and coachings on how to plan e-learning courses for SAP, Fujitsu (Germany), Kyocera (Germany), Boehringer Ingelheim, and KSB AG, amongst others.

Also individuals who wanted to prepare for a new career in e-learning were able to benefit from my coachings.

In addition, I have worked as a project manager for one of Germany's most renowned e-learning companies, and in the past year for the largest international Compliance Training company.

### Formal educational background:

- M. A. English philology, and two years studies in didactics / teaching
- Certified trainer and coach
- University post grad course in project management
- Learned online editor, extensive work experience as multimedia editor

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