

USING BLENDED LEARNING TO ADDRESS THE FIVE MOMENTS OF NEED

LEARNING FOR THE FIRST TIME (NEW)

GOAL: Teaching something new



Instructor-led classroom sessions bring an immediacy to the table, making them highly effective in driving core concepts into the learners' minds



Webinars can accomplish the same purpose when ILT isn't possible

LEARNING MORE (MORE)

GOAL: To expand the already existing knowledge



E-learning modules with second level interactivity such as videos, animations and clickable graphics



Scenario based learning and gamification to help employees explore concepts further

APPLYING WHAT YOU'VE LEARNED (APPLY)

GOAL: To assist them at work when they apply the learnt concepts



Bite-sized resources such as 'How to' videos and modules, FAQs, product summaries, etc.



Intuitive mobile and tablet learning design that limits the number of pages to be clicked through to provide fast and reliable performance support

WHEN THINGS GO WRONG (PROBLEM SOLVING)

GOAL: To provide immediate answers/solutions to problems that employees face at work



Social interactive features in the LMS to facilitate live chats, threaded discussions and sharing of experiences among employees who encountered similar problems



Blogs and videos, each of which focuses on solving one particular problem at a time

WHEN THINGS CHANGE (CHANGE)

GOAL: To minimize or eliminate the resistance to change by providing the necessary learning



Peer-to-peer information sharing, meetings and email newsletters to set expectations



A mix of instructor led, online & mobile learning courses depending on the scale & potential impact of the change