



2007 Winter issue

Welcome to the newsletter of **Profiles of HongKong** and **LMDC**

Breaking News

Profiles HK is now in China – allowing your China offices access to our assessment tools in Putonghua!!

Contact us to arrange this – info@profileshongkong.com

New workshops coming up for 2008!!!

- Train the Trainer in April – 3 days
- Presentation skills - 2 days
- AQ and EQ – 1 day
- Verbal Communication skills – 1 day

(in Cantonese)

Details will be sent out to you soon- Look out for our emails.

Meantime you can contact us for more details on the above.

Our article for this season:

E-learning – best practice in training and communication.

Has the thought that e-learning might be one way to spread a learning culture in your organization ever strike you? Then the thought passes as it seems quite a formidable task, implying a lot of IT know-how and set up. Let us take a look here to see whether it is that formidable after all and what should the considerations be.

Traditionally, e-learning implementation plans have focussed on technical issues, however, it is the human element that will dictate success or failure. Hardware can always be upgraded, but perceptions are more difficult to alter.

Experience has shown that in order for e-learning to succeed and for it to become fully integrated into the organisation the training must have a high profile and make an impact right from the start. A full internal marketing campaign is required to ensure high levels of take up and completion rates.

In order to make sure that the e-learning will be successful, there is need to:

- recognize that each and every employee is different – in their expectations, their learning style, their time management, their experience
- provide them access to learning at their convenience – at their time and place
- provide blended learning – ie learning through different formats and media eg classroom blended with hands on, webinars with workshops
- recognize prior competence and experience. Most learners are experienced in one way or other. E-learning should allow them to build on their previous learning.

- Provide sustained learning – learn in small chunks which are reinforced regularly through a longer period
- Timely availability – allow them access to the relevant learning available as and when needed.

To ensure success of your e-learning initiative, it is essential that the benefits of e-learning are communicated to all. Each audience must be targeted with messages specific to them as the benefits of e-learning will vary depending on job role. For example, a sales director will be motivated by the prospect of a more competent salesforce, while a training manager will benefit from being able to effectively deliver training to a large number of people and calculate return on investment easily and clearly.

Attach a loyalty/"air mile" scheme to the courses. The learner accrues points for courses completed which can be exchanged for goods or vouchers.

Talk to the learners and find out what they think are the real benefits to them of e-learning. These messages can then be publicised, particularly any success stories, for example, someone achieving promotion as a result of skills acquired through e-learning.

Integrate it with the organisation's communication system so that the e-learning is proactive and reaches out to the learners rather than wait for the learners to come to it.

A few last words: - keep the e-learning fresh and relevant- always fine-tuning it for continuous improvement. Update it and stay in a constant state of change. IT becomes stale very quickly – and so does e-learning.

Molly Lim
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Quips and quotes!

"But it's not just learning things that's important. It's learning what to do with what you learn and learning why you learn things at all that matters."

- Norton Juster

"People love to learn but hate to be taught"

- Michael Yacobian, internationally renowned trainer

Did you know???

-that statistics in the US have shown that 60% of senior executive lasts only 18 months in their new posts.

Thank you for your support and patience. If you do not wish to receive our newsletter in future, please email us at info@profileshongkong.com with your name and company and the message – "Remove" on the subject line.

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