



TIPS AND TRICKS ON HOW TO TAME THE TRAINING CONTENT TIGER

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Agenda and Introduction

- Why tame the tiger
- Curation cycle
- Self assessment
- Tips for each cycle stage
- Q&A



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Marketplace meets curation



More than 20,000 courses from the world's leading publishers.

Multiple languages, formats, mobile friendly, all in one place.



Quality matters. Courses are reviewed using quality standards for suitability and compatibility. User ratings for courses are easy to find.



Seamless integration with any LMS. Easily find, purchase, administer, sync courses with your learning and other HR systems.



Timely, hands-free course updates and additions. New courses are added weekly to keep your library fresh.

Why training content?

CFO asks CEO: “What happens if we invest in developing our people and they leave?”

CEO: “ What happens if we don’t, and they stay?”

-Peter Baeklund

OPENSESAME CUSTOMER RESEARCH

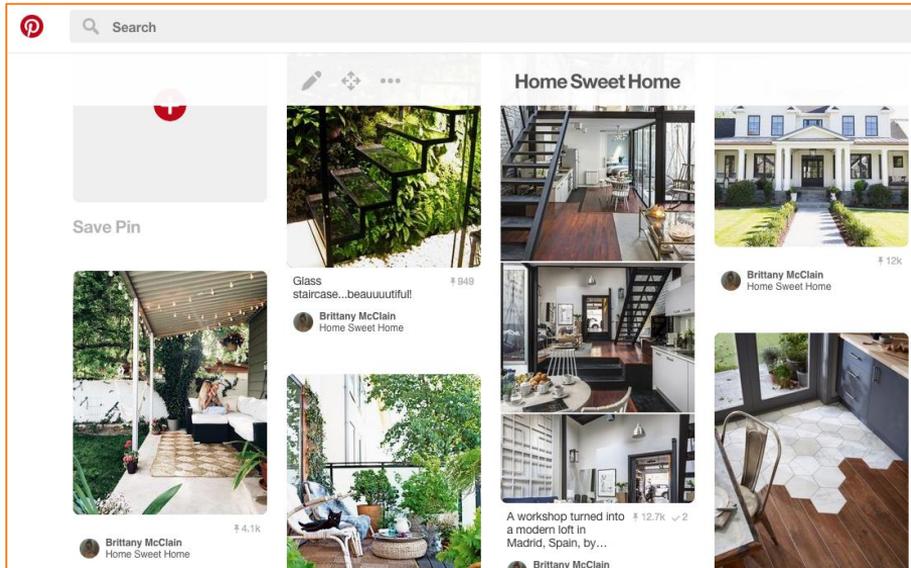
Top Learning & Development Challenges

What are the major learning and development challenges you have at your company?



How do you tame your content?

Curation!







Are the courses **ENGAGING?**



- Encourages interaction (eg: quizzes, games and simulations)
- Images support the materials and are free of pixelation
- Any video should be free of loud background noise
- Supplemental materials that serve as pre/post work support the primary course
- Audio narration is clear and isn't simply reading the text on the screen.
- Consider humor when appropriate



Are the courses
ENGAGING?



**HOW ENGAGING IS
YOUR CONTENT?**





Are the courses **RELATABLE?**



- Course supports a job role, core competency or personal/professional development goal
- Cultural considerations are made to ensure each learner doesn't lose key insights due to a limited viewpoint
- Speaker or presenter is not over or underdressed compared to your target audience
- Case study examples are general enough for broad use.
- Learners can grab “ah-ha” moments easily from the course



Are the courses
RELATABLE?



**HOW RELATABLE
IS YOUR CONTENT?**





Are the courses **RELEVANT?**

- Course materials reflect the best and/or most up-to-date information on the subject
- The length of the course is fitting for the subject being covered. Short and concise is typically preferred
- References to specific software, tools or materials reflect what is available to your target audience





Are the courses
RELEVANT?



HOW RELEVANT IS YOUR CONTENT?





Are the courses **DISCOVERABLE?**



- Content has a clear description, seat time and title to make it easy to check for suitability
- Tags or labels are used to indicate the correct level of user experience or prerequisites that are required
- The content is easily discoverable by your learners on your LMS, intranet or resource center



Are the courses
DISCOVERABLE?



**HOW DISCOVERABLE
IS YOUR CONTENT?**





Are the courses **DELIVERABLE?**

- The delivery of the content fits the target audience. Mobility and internet bandwidth have been considered
- Mandatory courses can be properly tracked for progress and completion
- Any system requirements have been reviewed and it's clear to your learners what is needed to properly run the course



Are the courses
DELIVERABLE?

HOW DELIVERABLE IS YOUR CONTENT?





FIND



Find your hidden gems

Search through a lens

Get in on the gossip

EVALUATE



Use the “Content Curation Checklist”

Compare apples to apples

Create insiders

UTILIZE



Think like a marketer

Count the clicks

Don't dump

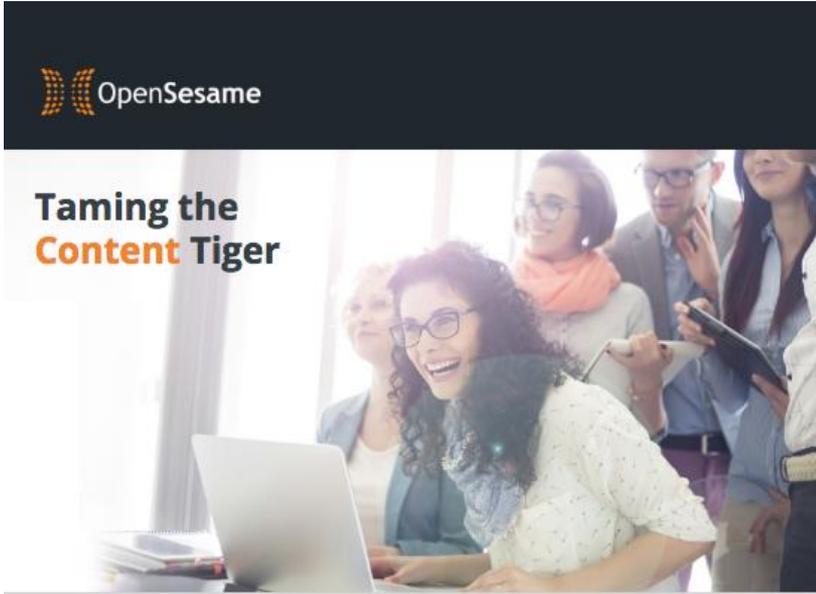
RENEW & REFRESH



Schedule regular reviews

Peer power

Clean with care



Take the full quiz and
get more tips:

go.opensesame.com/content-quiz



Join us at ATD
later this month:

Booth 1011



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