Four Things That Will Burn Your eLearning Budget

By Kelley Kalbas

OK, it's happened. You've finally been given the green light to move forward on a new eLearning project. You have approval, you have budget, and you have people. Let's go!

At TrainingPros, we help our clients create engaging eLearning courses every day. Whether we are providing instructional designers, eLearning developers, or project managers, the one thing we know is that eLearning budgets are always tight. Here are our top four reasons that eLearning projects go over budget.

1
Your content is not stable enough. The eLearning developer will need some source content before they can begin. This is usually in the form of PowerPoint decks or an existing instructor-led course. If the content is only 50 percent accurate, or perhaps nonexistent, you'll be spending a lot of time and money for your developer to research and develop content based on learning objectives. If you have the budget, no problem!

2
You didn't do a prototype. Save yourself time and do a prototype. Even if you can visualize what the end product will look like, chances are your internal stakeholders cannot. Do a prototype so your internal clients can:

a. **See** the interaction types planned
b. **Decide** on whether to use stock photos or custom graphics
c. **Determine** if the course will use the standard corporate color palette or something custom branded
d. **See** the difference between simple tool-based animations and full-blown motion graphics
e. **Determine** how learning will be accessed (e.g., mobile device, desktop, etc.)

3
You didn't designate a final approver. These days, tools allow for reviewers to enter comments directly into the course in reviewer mode. Great! But make sure you have identified who will be the ultimate SME to resolve conflicting feedback. Otherwise a lot of time will be wasted while the eLearning developer chases down differing points of view.

4
You didn't stick to a rock-solid development process. Different organizations use different development processes. Whatever you choose, make sure you communicate with your internal customer about the different phases of the project and the changes allowable during each phase. Downstream content changes cause unplanned work effort, which increases the budget. As learning development professionals, we have to be flexible. However, it's best to define the project phases up front so there aren't any surprises.

When you have more projects than people, we can provide you with the right L&D consultant to start your project with confidence. Schedule a consultation today! **(training-pros.com)**

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