

E-LEARNING FOR INDUCTION

“...well, the lunch was nice!”

Company Induction! The bane of training managers and HR executives everywhere. It doesn't matter how or who delivers them, they are generally greeted with a groan. I had to smile to myself when last year a friend drove down from Birmingham to stay with me in Reading, the night before her company induction in London. Returning the following day, I was obviously keen to learn how the day had gone. Unfortunately it was an all too familiar story. Having fought her way into London costing her company a load of cash for the privilege, the day had gone much like many other inductions. It hadn't started on time because of the number of people travelling from various locations into the capital. The chairman had been unavailable so a senior executive had done 'death by PowerPoint'. Following the lunch (apparently the most interesting part of the day), she'd fallen asleep in the Health and Safety talk and by the time she arrived back at my house needed an osteopath to compensate for carrying the hefty out-of-date 'company handbook' back across London. To make matters worse, she'd been working for them for four months and had found out most of the information by trial and error. Having furnished her with a glass of wine, I took my friend through the Headline e-Learning approach to Company Induction.

Why e-Learning?

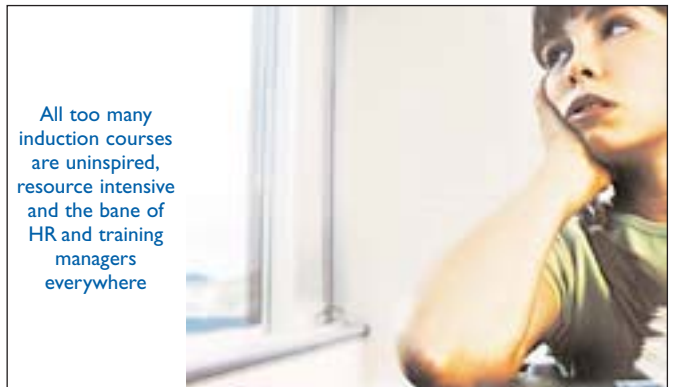
For some time now, Headline has been developing and implementing bespoke e-Learning Induction solutions for a number of organisations. These solutions have either complemented existing instructor-led courses or in some cases have replaced them entirely. Many organisations are taking up this new approach and cashing in on the many added benefits that an electronic solution provides:

- Training is available to new and existing employees 24 hours a day, 7 days a week either via the company Intranet or on CD
- Content is carefully thought out and consequently the delivery is consistent
- Areas that are sometimes rather bland in an instructor-led training course can be made interesting and animated
- If e-learning is used to complement an instructor-led course then the information is available after the training course for reference
- Information is on-line and can be quickly and easily updated meaning no expensive reprint costs

Furthermore, we can't overlook the fact that providing e-Learning induction on day-one for new employees fosters a culture of inclusion and encourages participation and professionalism.

The Approach

Some organisations are resistant to implementing an e-Learning solution for induction due to its bespoke



nature and the perceived amount of client input required to get a project off the ground. There is an additional misconception that the cost will make it prohibitive. However, in all our installations to date, the reality is that there have been substantial cost savings for the client. Headline ensures that client needs are met by carrying out well-placed and appropriate consultancy up-front in the form of a technical and business process diagnostic. In this way client input is channelled and kept to a minimum.

At Headline, we fully understand that e-Learning doesn't take the place of shaking someone's hand, nor does it provide a nice lunch! With the 'right' approach, it can complement the interpersonal side of induction and really work well from the practicalities down to the cost savings. Needless to say, following my friend's induction experience, we were invited into her organisation and are already in talks with the HR director.

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