



The E-Learning Efficiency Guide **For Business**

Rosetta Stone produced eBook on Productivity.



Business

Contents

- 2 Introduction
- 3 The Evolution of the Employee
- 4 Portrait of the Modern Digital Employee
- 6 Myths of E-Learning
- 8 Advantages of E-Learning
- 11 Rosetta Stone E-Learning Advantages
- 13 Breaking Down Language Barriers
- 15 E-learning Solutions For Your Business

Introduction

Today's workers differ vastly from their predecessors in how they approach their jobs. Instead of a top-down structure, they want a greater say in the work they do and more control of their career paths. The side-by-side comparison (*shown right*) of working habits and attitudes, created by best-selling author and work authority Jacob Morgan, shows how employees have evolved in just the last few years.¹























These changes have affected many areas of employer/employee interaction and expectations. The primary cause behind this transformation is technology.

The availability and assortment of digital tools empower employees to acquire the training they want and on their own terms. Indeed, the expanded capabilities of these tools, platforms, and apps have made learning more efficient—and provided a strategic opportunity for employers.

Rather than seeing this as a threat to traditional corporate structure, enlightened businesses are embracing this new e-learning paradigm and getting a higher ROI over traditional training arrangements.

This e-book will explore the shift in employee attitudes, dispel misconceptions about e-learning, evaluate its advantages, and offer pragmatic guidelines for integrating e-learning into almost any business environment and activity, particularly language training.

The Evolution of the Employee¹

Past		Future
	Work 9-5	Work anytime 
	Work in a corporate office	Work anywhere 
	Use company equipment	Use any device 
	Focused on inputs	Focused on outputs 
	Climb the corporate ladder	Create your own ladder 
	Pre-defined work	Customized work 
	Hoards information	Shares information 
	No voice	Can become a leader 
	Relies on email	Relies on collaboration technologies 
	Focused on knowledge	Focused on adaptive learning 
	Corporate learning and teaching	Democratized learning and teaching 

Portrait of the Modern Digital Employee

In less than a generation, the world of work has unquestionably changed. Workers' attitudes, expectations, goals, methods, and habits have been transformed by digital tools in general and e-learning in particular. As many businesses have discovered, addressing these changes requires a deep awareness of the employees working for them.



Portrait of the Modern Digital Employee

So who is the modern digital employee and what do they want? Let's look at some common characteristics:

- **Anytime access to content.** Workers want access to content anytime, anywhere, and on any device. Instead of rearranging their schedules to fit formal in-person training or having to use designated devices supplied by the company, workers want more control in their life. A study by Axonify of U.S. workers found that "training that is relevant, easy to understand and available 24/7 is important to employees."²
- **Best information available.** Workers expect that the information they get for their training will be superior, pertinent, and help them meet their goals in the most efficient way possible.
- **Personalize their career path.** Workers want a greater say in how they can use content and training to map out their career paths and customize their learning programs. According to the Axonify study of U.S. workers, "85 percent said training

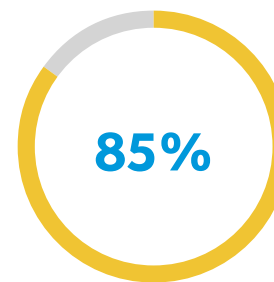
that is personalized and relevant to them is important; 42 percent said personalized training is extremely important."³

- **Eager for collaboration.** Perhaps more than any other generation of workers, today's digital workers are accustomed to collaborating with others and using collaboration tools as a way to learn from and help one another. When individual workers share that support, the entire group benefits.. An article on Wiretap reported that "73% of employees using digital tools reported a positive impact to their productivity and 70% cited improved collaboration."⁴

Businesses that can meet these expectations, make them part of their corporate culture, and allow the potential of employees to flourish will get a more loyal, productive, and motivated worker in return.

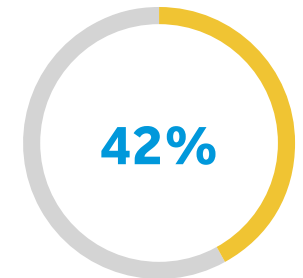
But can e-learning really deliver significant results? Or will it turn out to be a short-lived trend? Let's take up that question in the next chapter.

How Important is Personalized Training to U.S. Workers?



85 percent said training that is personalized and relevant is **important** to them

42 percent said personalized training is **extremely important**



"Adapt Training Methods to Needs of Today's Workforce," by Kathy Gurchiek. Society For Human Resource Management. December 13, 2016. <https://www.shrm.org/ResourcesAndTools/hr-topics/organizational-and-employee-development/pages/-adapt-training-methods-to-needs-of-today%E2%80%99s-workforce.aspx>



Myths of E-Learning

Just as digital workers' expectations and attitudes are reshaping the workplace, e-learning is similarly transforming the way that businesses provide training, help employees acquire new skills, and hone their existing competencies.

While many companies are receptive to these changes, there are some that doubt or question the value of e-learning. They believe that what has worked up to now is good enough, that there's no compelling reason to do away with traditional learning structures.



Myths of E-Learning

Through no fault of their own, they harbor misconceptions or myths about e-learning. Let's examine some of these mistaken beliefs now:

- **E-learning will replace the classroom.**

Some skeptics fear that e-learning will do away with classrooms and make instructors obsolete, eliminating the human element in learning completely. Not so. E-learning is simply another option that can be integrated into a learning process that includes in-person training, self-guided discovery, mentoring, and any other viable means of training and educating workers.

- **E-learning is ineffective.** E-learning has more ways to engage with employees than regular text-based course materials, such as adding captivating videos and games to the course material. According to Bridge, a learning management system, "These intriguing courses lead to better results by helping employees retain more of the information learned."⁵

- **E-learning is always interactive.** Interactivity can certainly engage learners and make for a stimulating learning

environment. But without a strategic purpose, interactivity can also turn off learners. According to a blog post on Shift, "There is a fine line between enhancing the instructional soundness of your course with interactivities and ending up overwhelming the learners with too many goings-on. Too many interactivities can distract from the learning; this defeats the purpose of the course."⁶

- **Traditional learners or Baby Boomers won't respond well.**

If a worker has a desire to learn, then the form and method of learning won't really matter. That's true for a traditional classroom as well as e-learning. In fact, by giving learners more control over when, where, how, and what they learn, e-learning can provide a rich, rewarding learning experience. As a blog post on Shift points out, "Baby Boomers at the workplace realize that eLearning helps them do their jobs more efficiently, so they are eager to take digital courses."⁷

- **Harder to learn.** Some learners complain that their comprehension and engagement levels are

lower than those with traditional classroom learning. Many times, this is a result of weak e-learning programs and not e-learning itself. An article from eLearning Industry, an online community of eLearning professionals, says: "When the training course is designed to offer only valuable and pertinent material, then your employees will have a positive experience with eLearning."⁸

E-learning is not meant to do away with human instructors, nor should it be seen as the one and only way for learning and training in the workplace. But it would be equally misguided to dismiss e-learning as a fad or to deny it to today's workers, who clearly engage with their digital devices almost 24/7.

Instead, companies should capitalize on the dramatic benefits that e-learning provides, integrate it into their training programs, and use it to acquire and hold onto workers, especially digitally-native employees like millennials.

With that in mind, let's now consider the advantages that e-learning offers to both employers and employees.

Advantages of E-Learning

As the evidence shows, e-learning can play a vital role in the success of companies and the individual achievements of employees.

Let's start by looking at some of the advantages that employers can realize:

- **Cost-efficient.** Unlike face-to-face training, a digital learning solution is scalable, allowing companies to create programs to fit their needs and making it cost-efficient. As an article on Bridge points out, "Online training platforms let you update important text packets and lesson plans quickly and easily, and since they remain online, you can save on printing costs."⁹



Advantages of E-Learning

- **Customized learning.** Companies switching to flexible online programs are better able to personalize learning and come up with lessons that meet the needs of individual employees, making for faster progress. As Bridge reports, “Because of the flexibility e-learning provides, users can also take the course in an environment more conducive to their learning style.”¹⁰

- **Fosters workplace engagement.** Offering a digital learning option makes companies more attractive and forward-thinking in the eyes of their employees, resulting in a more committed and loyal workforce.

- **Provides extensive performance data.** Digital learning programs give employers several ways to measure employee progress and provide valuable feedback. According to an article on Bridge, “Employees are able to get real-time feedback during an online training course. And because everything is connected online, management can also get up-to-date analyses on how courses are performing, and they track the progress of individual employees.”¹¹



Employees are able to get **real-time feedback during an online training course.** And because everything is connected online, management can also get up-to-date analyses on **how courses are performing,** and they track the **progress of individual employees.**¹¹

- **Identifies areas for improvement.** Digital learning identifies how employees are performing, where they’re succeeding, and areas for improvement. Companies can remedy the problem quickly for a more efficient use of resources and accelerated progress of the employee.

There’s no question that employers can reap money-saving and time-saving benefits and get a high ROI by integrating a digital learning program into their business culture. Additionally, the benefits to employees are equally significant:

- **Expands learning opportunities.** The type and amount of content, lessons, and modules that employees have access to are practically unlimited through digital learning channels. E-learning gives employees more opportunities to learn, compared to passive, traditional classroom lessons and texts.

- **Accelerates training process.** Because e-learning can be personalized, employees can move at their own speed. According to Bridge, “Not every employee learns the same way...e-learning allows each individual learner to control the pace of the course.”¹²

Advantages of E-Learning

- **Focuses on the individual learner.**

Unlike the one-size-fits-all education model of traditional classrooms, digital learning solutions focus on the individual learner—providing a personalized experience that supports workers' training efforts and achievements.

- **More control.** Because digital learning is a customized all-access experience, employees gain more control over their time, schedule, and environment.

- **Anytime/anywhere access.** Unlike traditional classrooms, digital learning can be accessed at any

time and at any location that the employee wants, motivating them to learn, study, and advance steadily.

- **Customized learning.** Digital learning solutions can be personalized to fit the needs of individual workers, making for a more satisfying and targeted experience, and using a company's resources more efficiently.

- **Engaging experience.** While traditional classroom-based training certainly has its own merits and virtues, digital learning can be a highly engaging learning experience, thanks to the freedom, variety of

content, and anytime/anywhere access that employees crave.

The popularity of e-learning is well-established. As more companies either ramp up their existing e-learning programs or add new ones to their company culture, they will need to evaluate the e-learning options available to them to achieve optimal results for them and their workforce.

One option to meet their needs is Rosetta Stone. Let's look more closely.

Rosetta Stone E-Learning Advantages

Digital learning is fast becoming a key investment for many companies. To that end, Rosetta Stone offers features and benefits that companies should consider when assessing their e-learning strategy.

To begin with, assessment and placement get learning off to a strong start. Rosetta Stone provides one solution for all languages and all employees, giving companies almost unlimited options in shaping their own e-learning program, such as:



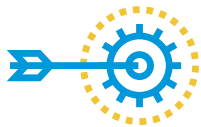
Rosetta Stone E-Learning Advantages



- **Flexible solutions.** Rosetta Stone can customize its language training program to meet practically any circumstances for businesses, ensuring the best use of company resources.



- **Scalability.** Leveraging its many technology-driven options, Rosetta Stone can help any business scale up a program to meet employee demand and requirements.



- **Targeted content.** Lessons and activities address all four language skills, offering relevant content to meet department and industry needs.



- **Anytime/anywhere training.** Using a language training program set up by Rosetta Stone, workers can get training almost anywhere and at any time, thereby accelerating their progress and commitment.



- **Unlimited accessibility.** Workers can access their training on any device they want—desktop workstation, portable tablet, mobile device, or practically any

digital aid—so that they're never more than a finger swipe or key stroke away from enhancing their language skills.



- **Live Tutoring.** Learners talk directly with live tutors in a friendly environment, giving even hesitant employees a safe way to practice their speaking skills.



- **Reporting tools.** Rosetta Stone comes with a suite of easy-to-understand reporting tools to give business leaders complete, accurate comprehensive data to measure learner progress and company ROI.



- **Seamless administration.** Easy integration and administration keep the focus on learner progress.

Businesses can count on Rosetta Stone to provide a well-resourced digital learning experience that meets company and employee expectations. Let's look at an example of this in action.



Breaking Down Language Barriers

Vi, an organization that owns and operates high-end retirement communities, wanted to enrich the lives of its senior adults. They sought improved communication and language skills as a way to dismantle the language barriers separating residents from their non-native English-speaking workforce. They also wanted to help their managers learn a second language in order to communicate more confidently with their employees.



Breaking Down Language Barriers

Vi chose an online solution from Rosetta Stone administered through its Learning Management System. While employees were given time to explore the program during regular work hours, many employees went further by practicing with the solution at home and exceeding the weekly minimum requirement of instruction.

Human Resource directors were able to track progress closely using Rosetta Stone monitoring tools and keep learners motivated throughout their training.

After implementing the solution, Vi reported progress with these results:

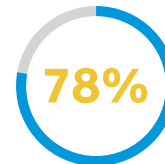


5.3 percent increase in **resident satisfaction**



9 out of 10 residents willing to recommend Vi to friends and family

78 percent of residents **recommending Vi** to their family and friends



10 percent higher than peers in employee **perception of training and development opportunities**

According to Judy Whitcomb, SPHR vice president of human resources and learning and organizational development at Vi: "Rosetta Stone language training enables our employees to deliver on our service philosophy and customer-centric culture."¹³

E-learning Solutions For Your Business

According to a study from Global Market Insights, the market size of e-learning will grow to more than \$200 billion by 2024.¹⁴

Training Magazine finds that “A major factor contributing to the high growth of the e-learning market is the rising shift toward flexible education solutions in the corporate and academic sectors.”¹⁵

Even if these figures are off by half, there is no question that e-learning will play a dramatic and growing role in the lives of employees and the companies they work for. Businesses that want to have the strongest e-learning programs—and the benefits and advantages that go along with them—should make some critical decisions now.



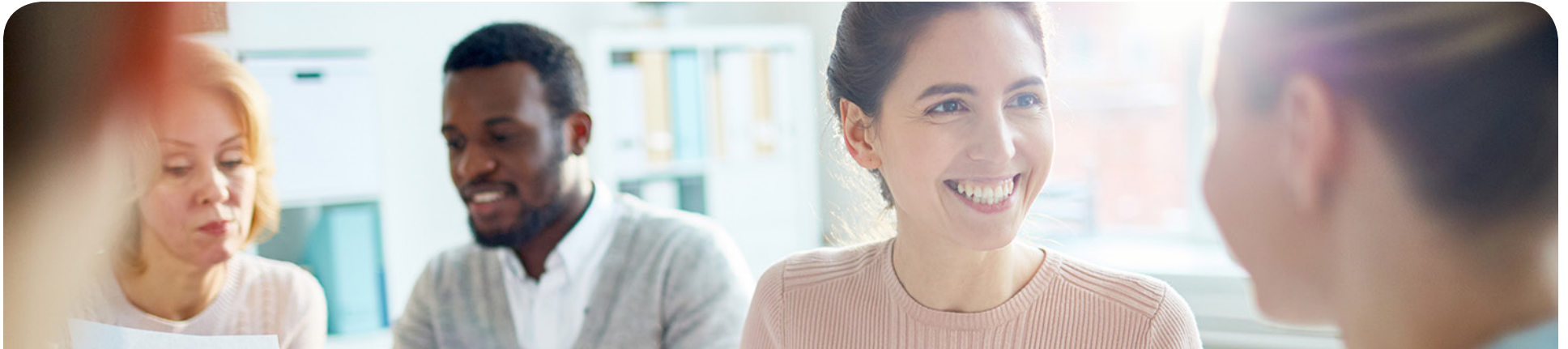
Rosetta Stone is here to help.

Visit rosettastone.com/business to learn more about our language training solutions for business.

Or [request a consultation](#) with one of our language experts to chat about setting up efficient e-learning language training for your employees.

Follow us on





Resources

1. "The Evolution Of The Employee," by Jacob Morgan. September 16, 2014. <https://thefutureorganization.com/evolution-employee/>
2. "Adapt Training Methods to Needs of Today's Workforce," by Kathy Gurchiek. Society For Human Resource Management. December 13, 2016. <https://www.shrm.org/ResourcesAndTools/hr-topics/organizational-and-employee-development/pages/-adapt-training-methods-to-needs-of-today%E2%80%99s-workforce.aspx>
3. Same.
4. "Why Collaboration Tools Boost Employee Engagement," by Team Wiretap. Wiretap. July 5, 2018. <https://www.wiretap.com/blog/collaboration-tools-will-boost-your-companys-employee-engagement.-heres-why>
5. "The Advantages of E-Learning for Business." Bridge. <https://www.getbridge.com/lc/articles/benefits-of-e-learning>
6. "What's True and What's Not: 6 eLearning Myths Busted," by Karla Gutierrez. Shift. May 24, 2016. <https://www.shiftelearning.com/blog/elearning-myths-busted>
7. Same.
8. "5 Common eLearning Myths," by Erica Lasola-Caramol. eLearning Industry. July 16, 2016. <https://elearningindustry.com/5-common-elearning-myths>
9. "The Advantages of E-Learning for Business." Bridge. <https://www.getbridge.com/lc/articles/benefits-of-e-learning>
10. Same.
11. Same.
12. Same.
13. "Ensuring a customer-centric culture." Rosetta Stone Case Study. 2014. <https://www.rosettastone.com/business/resources/content/case-study-vi/>
14. E-Learning Trends. Global Market Insights. September 2017. <https://www.gminsights.com/industry-analysis/elearning-market-size>
15. "E-Learning Market To Grow At 5% Compound Annual Growth Rate From 2017 To 2024." Global Market Insights, Inc. June 1, 2018. <https://trainingmag.com/e-learning-market-grow-5-compound-annual-growth-rate-2017-2024/>

