



THE WORLD IS WORKING FROM HOME:

7 STEPS TO GOING ONLINE



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Daniel Steele
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Our Quality Time Together Today....

Making sense of a new reality



CPDSO 7 Steps to Delivering Online Learning

Q & A

We Are At Sea...



MAKING SENSE OF A NEW REALITY:



Making Sense of a New Reality

Is the 21st Century a Dynamic Crucible?

Hilarie Owen. The Leaders Institute

A crucible is a vessel alchemists used to heat up components and in doing so are transformed under the intense heat.

A crucible experience is very 'hot' place.

It forces choices and sharpens focus.

It transforms those inside the crucible as well as what is happening outside.

You Are An Alchemist.... Right now!



Making Sense of a New Reality



- Remote working now in place across UK & many countries
- Self isolation & social distancing defining new work behaviours
- Demand for coherent virtual teams
- Professional individuals have a 'new working day'

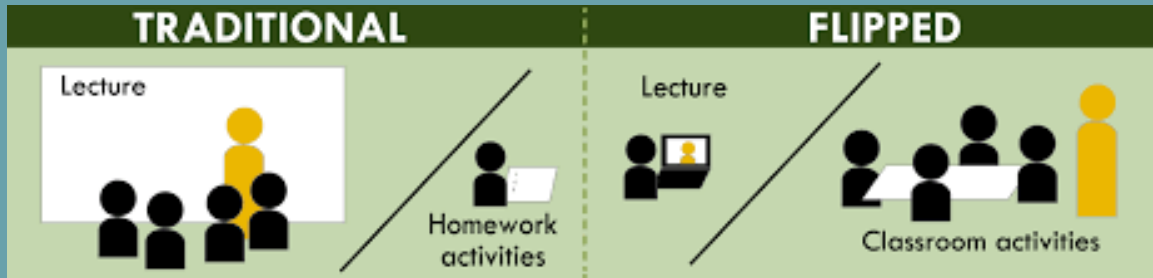
Jo Cook, Lightbulb Moment:

<http://lightbulbmomentvirtualclassroom.libsyn.com/episode-036-the-importance-of-remote-working>



- Jo and Mike discuss online learning in the context of the coronavirus
- Focus a discussion on remote working
- How conferences are changing because of the coronavirus

THE CLASSROOM JUST FLIPPED



What Should Be Our Focus?



Short-term: Recognising online challenges, and develop appropriate solutions

Medium-term: What are the opportunities to work towards?

Long-term: How will we return to business?

Trainers, educators and coaches now have a unique opportunity to serve

CPDSO's 7 Step System:

- STEP 1: Stop Analysis Paralysis And Start Small
- STEP 2: Take Prep Steps With Your Learners
- STEP 3: Define a great online experience for YOUR offering
- STEP 4: Audit current digital content
- STEP 5: Research & implement online training resources
- STEP 6: Offer CPD certification and badges
- STEP 7: Begin 'kind marketing'

1. Stop Analysis Paralysis: Immediate Online Options



- Record and upload short videos on YouTube or Video

<https://www.techsmith.com/blog/youtube-vs-vimeo-whats-the-difference/>

- Record PPT presentations

<https://support.office.com/en-gb/article/video-record-presentations-2570dff5-f81c-40bc-b404-e04e95ffab33>

- Deliver Facebook Live Stream events

<https://blog.hubspot.com/marketing/facebook-live-guide>



1. Stop Analysis Paralysis:



Your Longer Term Online Options

- Redesign F2F courses into digital learning
TIP: Don't be a perfectionist on slide design
- Write short mini courses from scratch
TIP: Keep the structure simple
- Create partnerships or white-label third party courses
TIP: Make careful decisions about long term commitments



2. Take Prep Steps With Your Learners...



FOCUS CLIENT COMMUNICATIONS



Communicate help and support to your client base

Use FREE calendly to book diary consultations

<https://calendly.com/>



Suggest a free learning recap to past delegates

Host conference / video calls

Zoom, Skype, WhatsApp, FB Messenger Phone

2. Take Prep Steps For Your Learners...



EDUCATE YOURSELF



Take time to teach yourself about going online:

<https://www.google.co.uk/amp/s/elearningindustry.com/10-most-popular-free-online-courses-for-elearning-professionals/amp>

<https://elearningindustry.com/free-ebooks/free-elearning-professionals-book>

Become familiar with latest thinking on learning how to learn:

<https://www.coursera.org/learn/learning-how-to-learn/>

3. Define A Great Online Experience For Your Clients

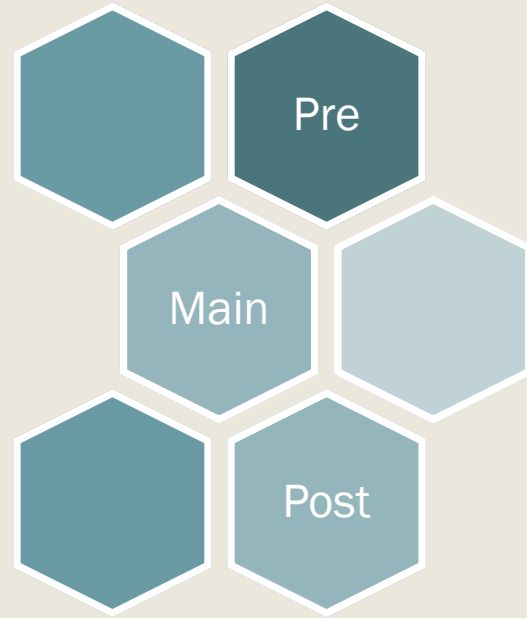


Need, Purpose, Needs



Strategically Convert to D-T-D

- Know why you are moving online?
(Crucial)
- Confirm the demand from your
target delegates
- Be agile when it comes to moving
your training online
- Knowing the purpose of the piece
of training
- Plot the learner journey (pre,
main, post)



DTD format

Keep in mind your resource

Keep in mind the content purpose

Keep in mind you delegates needs

PDF



SLIDE DECK



VIDEO



DTD engagement level



One Way

Two Way

Three Way

4. Audit Your current Digital Presence

1. Audit inventory you have online
2. What platforms can they be used on – be discerning with social media
3. Craft your USP and brand
4. Plan your time carefully for the month

<https://elearningindustry.com/6-questions-need-answer-successfully-move-corporate-training-online>



STEP 5: Research & Implement Online Training Resources

Tech Required VS
Resources = Viable
Tech Option

Tech Stack
Required



<https://www.techradar.com/uk/best/best-online-learning-platforms>

<https://ecommerce-platforms.com/compare/top-5-best-platforms-publish-sell-online-courses-reviewed-compared>

<https://www.adamenfroy.com/best-online-course-platforms>

STEP 6: Promote CPD Certification & Digital Badges



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Digital CPD Certificates

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Candidate name:	Catherine Burton
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Award date:	22.11.2018
CPD Points:	20

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STEP 7: Begin 'Kind' Marketing



KEEP A CLEAR POSTIVE MINDSET



Recommended Listening:

Moving L&D Online Fast

Learning & Skills Group

Webinar by Donald Taylor – 19 March

Key Takeaways:

- ↪ Don't try to recreate the classroom
- ↪ Consider broadcasting vs learning
- ↪ Blend synchronous and asynchronous
- ↪ Be ready to fail, learn ...
- ↪ ... and abandon much of what you create

<https://learningandskillsgroup.ning.com/forum/topics/moving-workplace-l-d-online-donald-h-taylor>

SUPPORTING CPDSO MEMBERS

FREE PERSONALISED 30 MINUTE CPDSO CONSULTATION

<https://calendly.com/amanda-rosewarne/cpd-training-consultation>



ESTABLISHING A CPD STANDARDS ONLINE MARKETPLACE

Details coming soon



Thank you for your time today



Any questions?



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