

4-Step Flash Conversion Process



The team at LTS has all sorts of experience with L&D initiatives and we find it helpful to have a very simple list of steps to go through. Here's a high-level overview of our recommended 4 step process for managing Flash conversion with thought and strategy.

Assessment.

Start by analyzing the current state of all content across your entire organization. Having an understanding of the broader state of your eLearning environment will make a difference in making decisions in the next steps of the conversion.

Remember to search throughout the enterprise, especially in certain Siloed areas that have historically stored their own learning content independent of the L&D organization (Sales, R&D, IT etc.).

Finally, it's important to remember that Flash content is not just present in standard eLearning courses; it is likely contained in many other Learning artifacts in your L&D library. Video tutorials, infographics, Job Aids and Reference Guides may well have been designed with some Flash components. It might be worth a quick inventory of all files in your network with a .flv or .swf extension.

Diagnosis.

Each course should be assigned an action based on your analysis. There are five options:

- » **Kill:** This action is for the courses whose purpose no longer applies to organizational goals. They should be archived. Try not to delete content unless you have to — you never know when it might be useful later.
- » **Refresh:** These courses need very quick improvements. Think only a few hours of work or less to bring content up to date or refine.
- » **Replace:** Different than “kill,” these courses are still attempting to serve a purpose. But they are so outdated that it would be easier to rebuild from scratch than attempt to “refresh.” This action is for any course that needs significant redevelopment.
- » **Break down:** This action is for courses that are mostly fine but have a structure that needs to be changed to better suit modern learning. This label mostly applies to old-fashioned long-form eLearning with modules that take hours to complete. These courses need to be broken down into objective-based shorter units that are more modular and fit into a busy worker's day.
- » **Convert:** The course is fine how it is, and it's worth spending the money to convert it to HTML5 with no updates. There are two Conversion options:
 - » **Republishing:** If you still have the source files, this conversion can be done by Republishing the course in the Authoring tool (select the responsive design option for mobile compatibility).
 - » **Record:** If you no longer have access to the Source Files you can convert using the “Record” method. The Flash-based eLearning courses are recorded using a screen capture program to create an MP4 video file (which is HTML5 compatible).



Action Plan.

Once you have finalized the list of courses with Flash and have allocated one of the five options against each, you'll be ready to create your action plan. This requires the creation of a project plan, detailing the resources, timelines and cost required to complete the Flash conversion process. Once the plan is established, it will be important to share it with stakeholders and company leaders for alignment and potential refinement.

Execution.

Finally, it's time to execute the plan and get those courses in shape for your learners. With an approved plan and an understanding of the time and resources required to complete the project, you will have three choices to execute the plan:

- » **In-House:** your internal resources will be able to manage and execute all elements of the plan.
- » **Outsource:** you can give your prioritized list to a number of vendors (after a signed NDA!) and they can bid to execute the tasks allowing your team to focus on current training initiatives.
- » **Supplemental Staffing:** work with a Staffing company to provide you a resource to work as a part of your team for the duration of the Flash conversion project.

NEED HELP?

LTS's team has years of experience working on learning and development initiatives. We offer content Assessment and Flash Conversion services in addition to having several experienced resources that could supplement your team. To learn more, [please contact us today.](#)