Repurposing ILT

Covid-19 has severely hit the entire world and has drastically impacted multiple work processes and functions. In our L&D world nothing has been hit harder than existing Instructor Led Training (ILT). Our teams are scattered, employees are working from home, and business travel has grounded to a halt. These factors, combined with social distancing guidelines, make it very hard for L&G organizations to host ILT events as we did in the past.

Abraham Maslow's Law of the Instrument

Maslow's law of the Instrument describes the cognitive bias that involves an over-reliance on a familiar tool ("if all you have is a hammer, everything looks like a nail"). Unfortunately, too many of our existing ILT classes were requested by the Business as ILT had been the training solution they had grown up with. As such, all Training requests were viewed as "nails" to be treated with the familiar tool of ILT (the "hammer).

Avoid 1:1 Straight Conversions

The business is now coming to us with requests to convert many of our ILT courses into Virtual Instructor Led Training. There is no need for us to be pedantic about "repurpose instead of convert," we just need to enthusiastically accept this opportunity and show first-hand the value we can deliver. As Learning leaders, we need to do all we can to resist a straight one tool swap for another single tool. Converting a one-day ILT to a six-hour vILT session, or a three-hour long eLearning course would be a disaster.

CLO Magazine webinar "Zoom Fatigue?"

By thinking of ILT conversion as a repurposing effort, we are opening up the possibilities of multiple modalities that both engage our learners and master all course objectives. CLO magazine hosted an excellent webinar on this very point, entitled "Zoom Fatigue? Design a Digital Blend to Deliver Mission-Critical Training Programs". GP Strategies CLO Matt Donovan and Intrepid VP Sam Herring discussed the limitations of a straight ILT to vILT conversion ("Zoom doom, poor quality, and one tool"). Instead, they discussed 6 Digital Design items to consider when repurposing ILT:

» Start with a Learner Centric Mindset

» Think Social: Connect, Collaborate, Curate

» Design for a Range of Moments of Learning Need

» Right Technology for Right Experience

» Blend Like a Smoothie

» Measure to Prove and Improve

I highly recommend watching this webinar – you can go to the CLO website or google the title and register to view the recording.

Back to Instructional Design Basics

In summary, the pressing need to repurpose ILT during the Pandemic presents Learning Leaders with the opportunity to provide Blended Learning solutions that will have whole company exposure. Let's take advantage and get back to Instructional Design basics:

» Review all existing ILT content (Facilitator guides, student guides, handouts etc.) identify content redundancies and modify objectives to reflect virtual learners.

» Re-sequence existing ILT content into:

    » 2-hour vILT chunks (for those key interactive activities)

    » Self-paced information that can be delivered as pre-vILT assignments

» Design effective vILT sessions (assign a producer, create interactivities)

» Design self-paced content for efficient development and delivery, given your resources (videos, eLearning, documentation, job aids and plenty of visuals!)

» Measure, modify and re-deploy

At LTS, we enable L&D organizations to create interactive, engaging courses and learning materials that deliver long-lasting benefits. In the past few months, we have helped several clients to repurpose their ILT sessions.

To learn more about LTS and how we could help your L&D team, please contact us today.