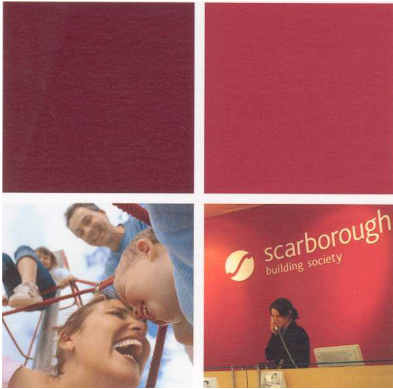


E-learning - Small purse, not bottomless pit!

“Before you become too entranced with gorgeous gadgets and mesmerising video displays, let me remind you that information is not knowledge, knowledge is not wisdom, and wisdom is not foresight. Each grows out of the other, and we need them all.”

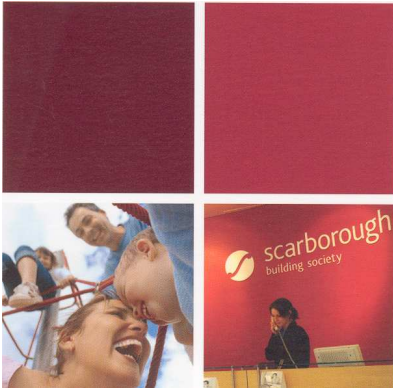
Arthur C. Clarke



Scarborough Building Society

Peter Bullivant

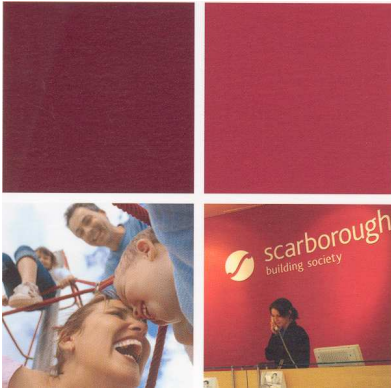
Human Resources Development
Manager

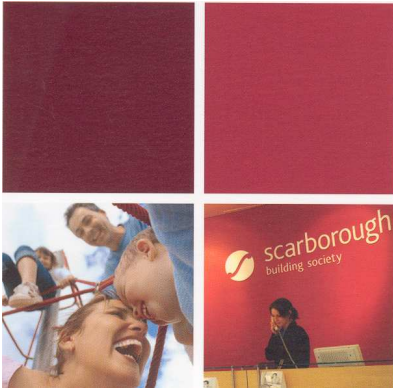


The 18th Largest UK Building Society

- N.E. England based
- 350 staff across Head Office and 9 Branches
- National presence via call-centre in Scarborough
- Assets of £1.44 billion
- Pre-tax profit £4.6 million

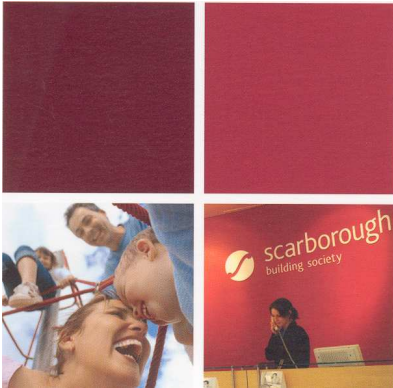
E-learning - Small purse, not bottomless pit!





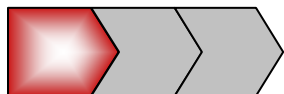
Flexibility and responsiveness were key.....

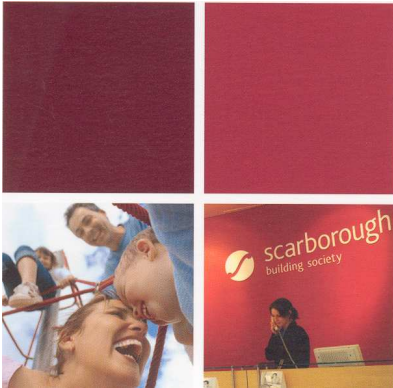




Real business needs driving change

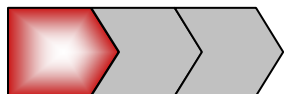
- Inflexible single recruitment day per month
- Head Office Corporate Induction
 - Day 1 - Orientation
 - Day 4 - P.C. Induction
 - Day 5 - Email and Information Security
- Travel time and costs very high

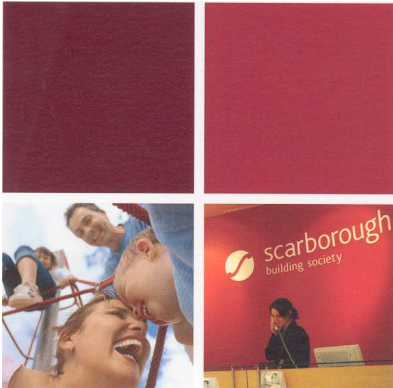




A demand for greater flexibility:

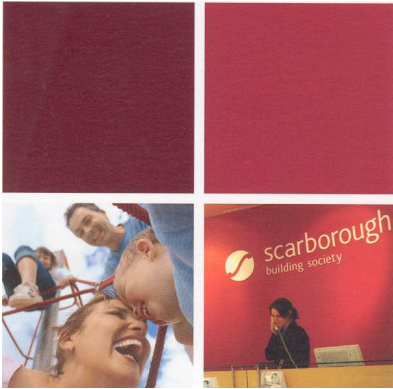
- 'Martini' start dates!
- Early systems access
- Reduce travel time and cost
- Better utilisation of the HRD Resource





E-learning - an attractive proposition?

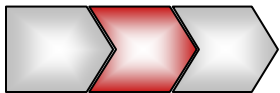




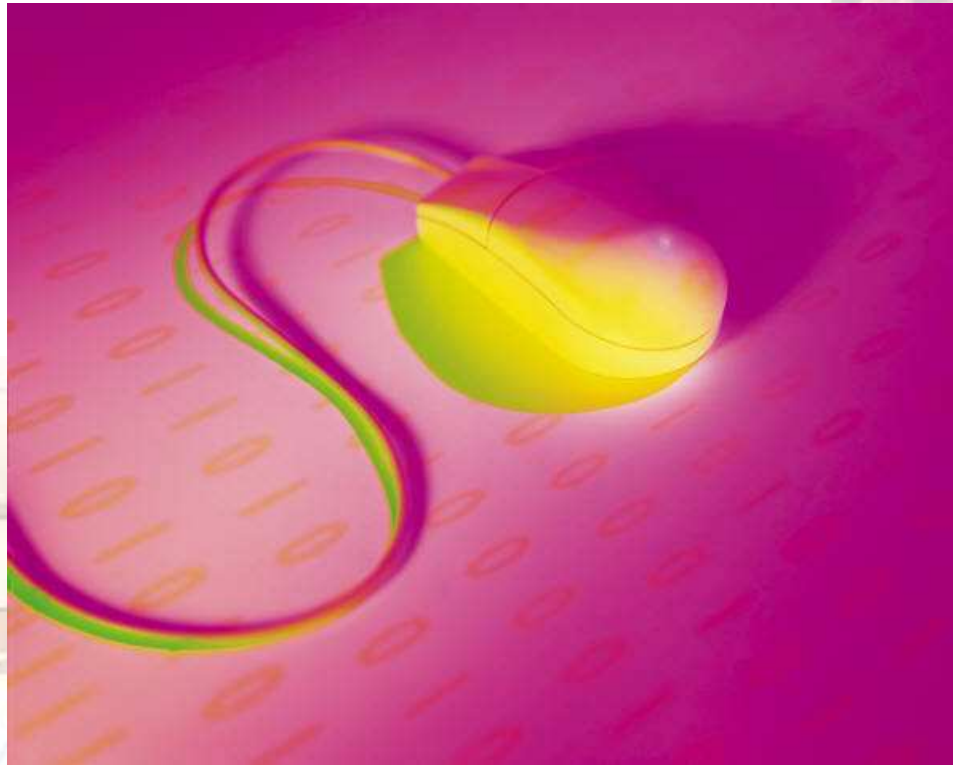
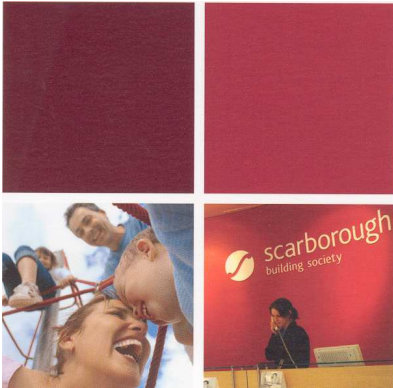
A three part solution was proposed



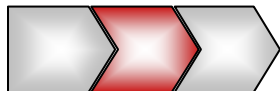
A Structured Workplace Induction

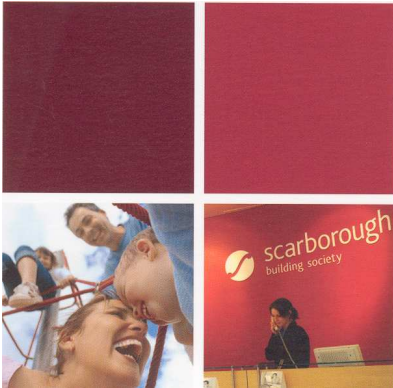


A three part solution was proposed



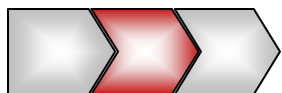
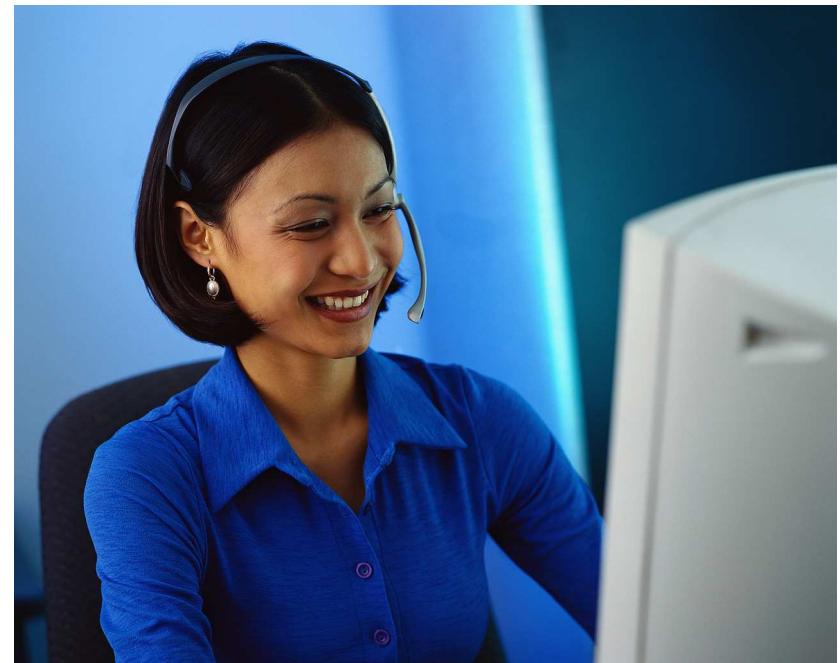
E-learning PC Induction

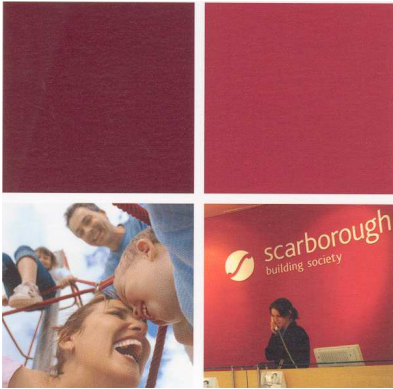




Find the right tools/methods

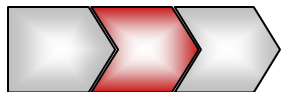
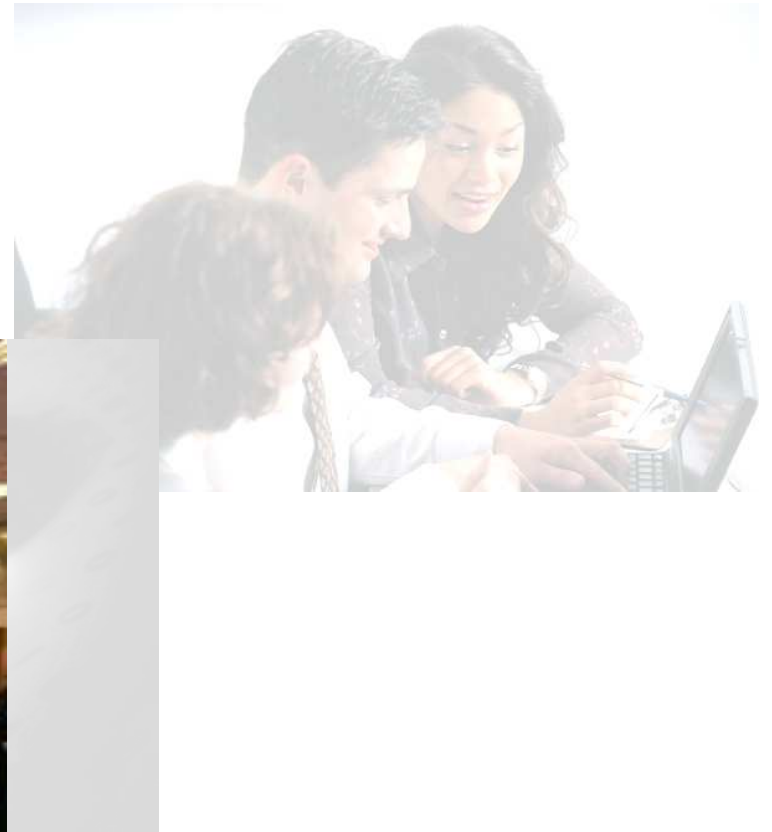
- 'Lectora' authoring tool to build bespoke learning
- Trained HRD staff to use tool
- Used 3rd party supplier for generic learning

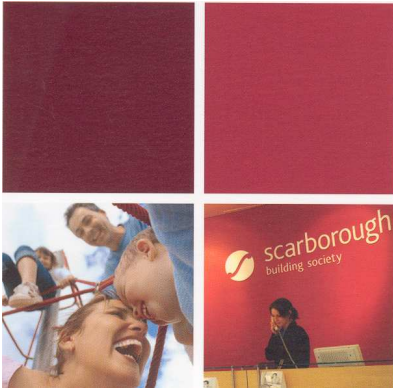




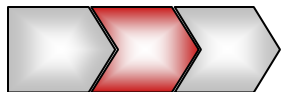
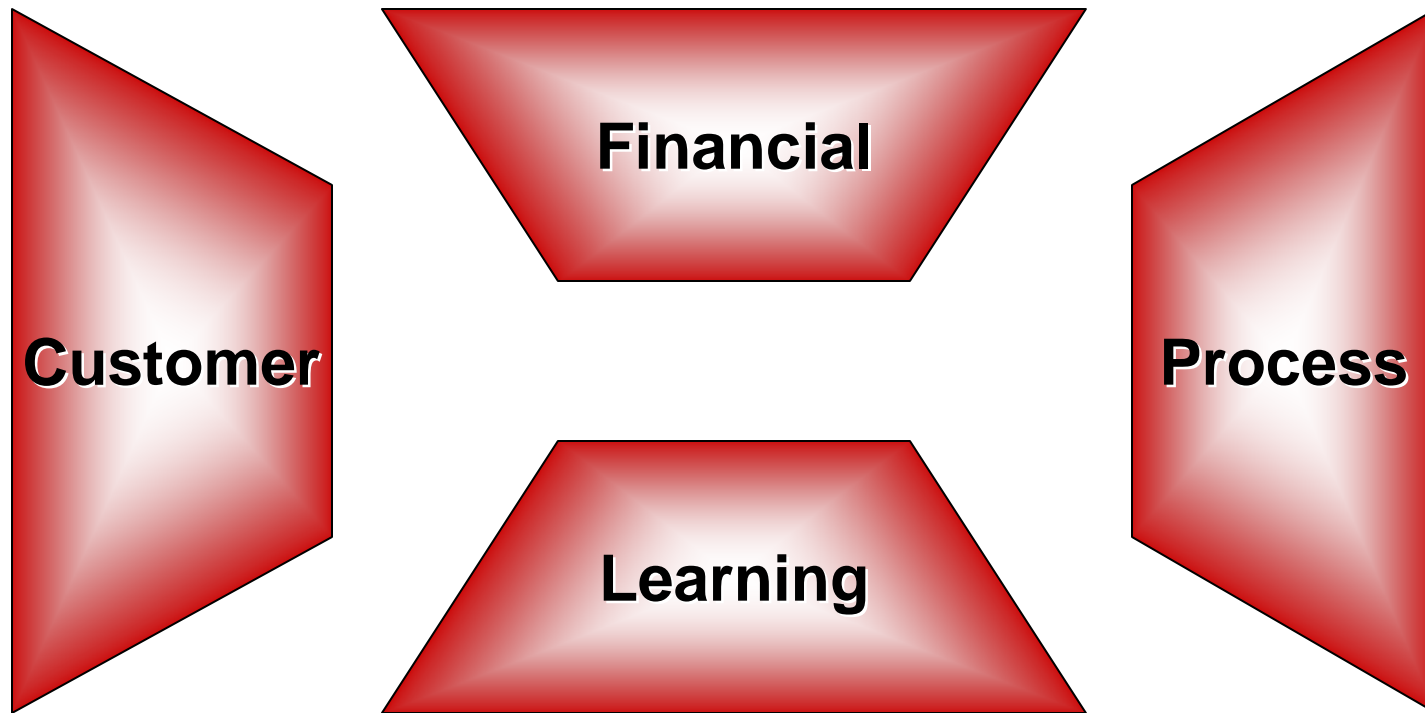
A three part solution was proposed

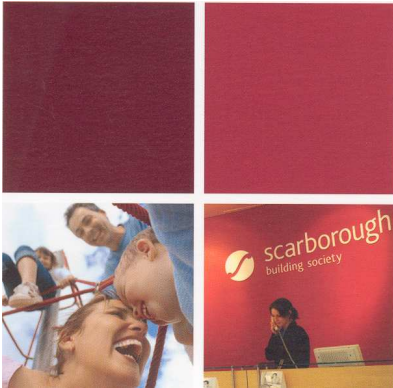
A 2 day Corporate Induction





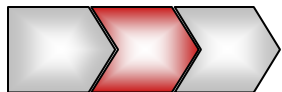
A balanced business case

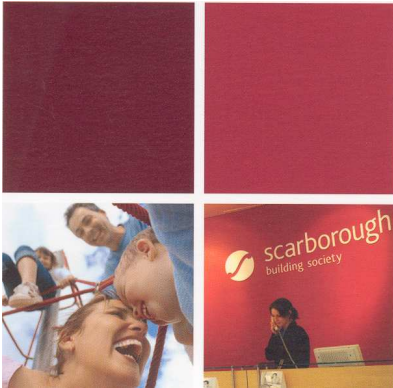




Build a simple, compelling financial case

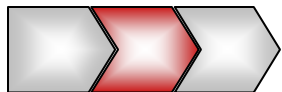
- Saving in time:
 - trainer
 - delegate
- Saving in travel & accommodation costs
- Investment pays back in 10 months
- Payback is on-going, year-on-year
- Continually refer to 'Training Investment'

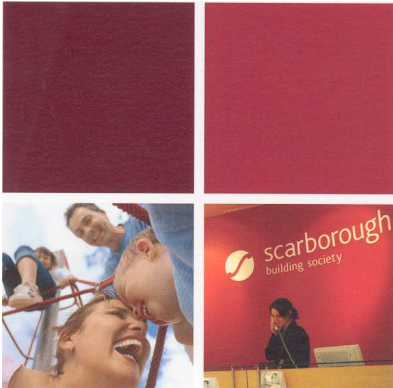




Deliver a 'WIIFM' for Customer

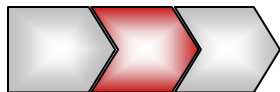
- Greater flexibility
- Removed a bottleneck
 - system access on day 1 if necessary
- Early satisfaction of 'hygiene factors'
- Delivers an audit trail for compliance
- Greater contribution earlier

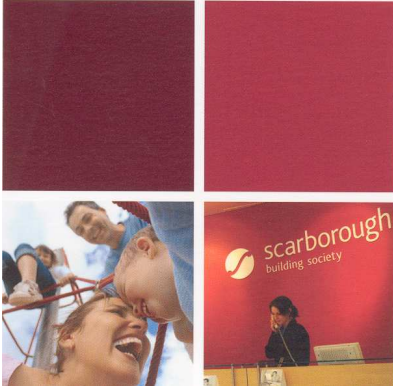




Check the learning is high quality

- Blended approach engages learners
- Delivers a consistent message
- Creates a climate of ownership & responsibility
- Emphasises management role in facilitating learning
- Creates an ability to contribute faster

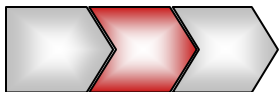


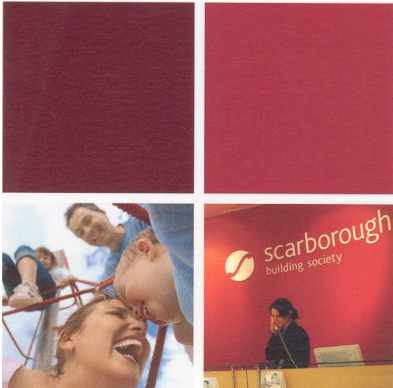


Keep systems simple!

‘Everything should be as simple
as possible but no simpler’

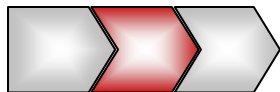
Albert Einstein



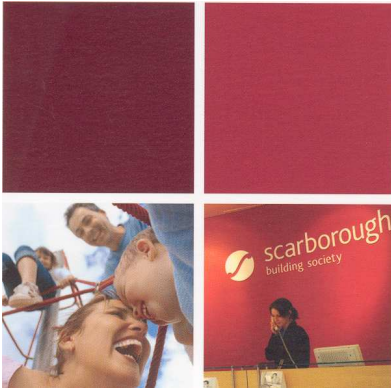


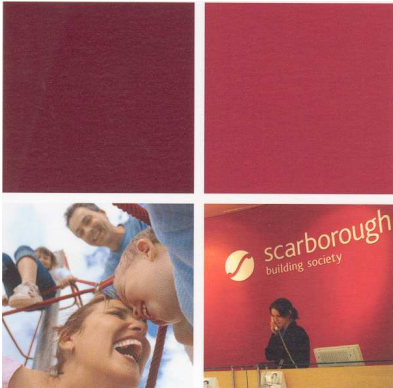
Control your investment

- We started very small - <£10,000
- LMS -v- No LMS?
- Simple paper-based returns
- Email returns
- Automated results into a database or spreadsheet



So how did we do?

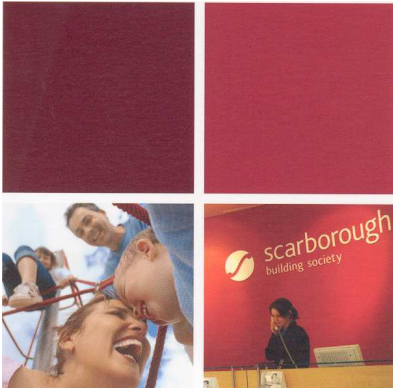




Initial evaluation is very positive

- Financial savings are coming through
- Flexibility has been achieved
- Managers and new colleagues like it!
- It is building the case for investment in an LMS
- There are some unforeseen positives
 - e.g. better control of systems access & I.T. Security

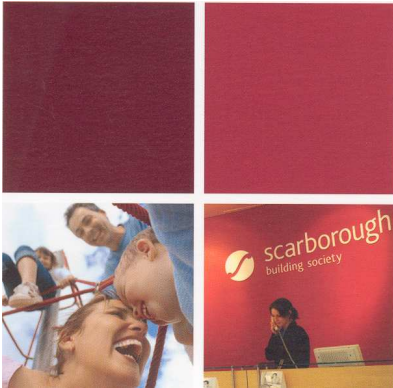




Having made a proposal, prove your case

- Travel & accommodation reduced by 50%
- 28 days of trainer time saved to re-invest in further e-learning!
- Almost 30 short e-learning packs delivered
- Used technology to deliver a ‘Culture Survey’
- Using the tool to develop/manage HRD Intranet Site





Keep talking to your delegates.....



“Excellent - very professional and well presented. Well done!!”

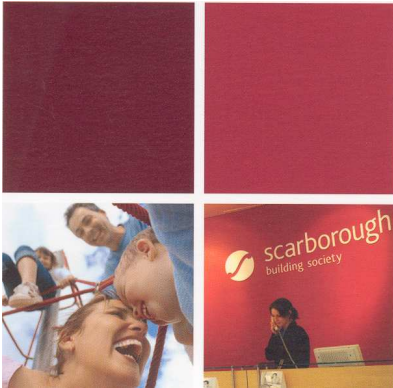
“Much more interactive, quicker and learner-friendly way of dealing with this type of learning.”

“I prefer this to the old method. Thanks”

“Top marks for this approach. I have a few possible improvements.....”

“Very useful learning tool”

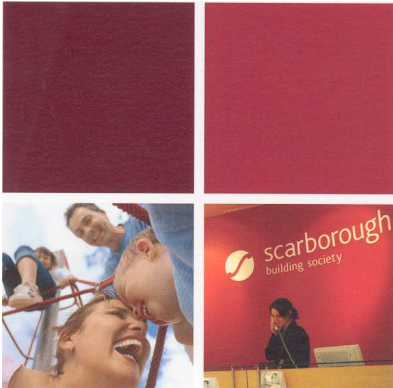




So warts and all....?

- Educate your manager colleagues
- Take your I.T. Department with you
- Do not under-estimate initial set up time
- Do not try to use e-learning for everything!

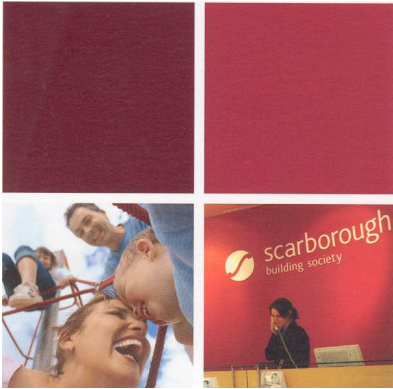




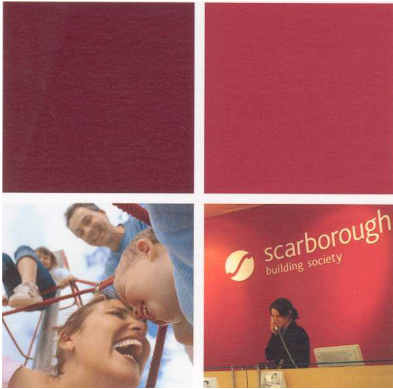
Finally, what next?

- Integration with a new LMS
- Exploit further features of tool -
 - simulations
 - use of audio/video
- Train other staff to create learning
- Develop our knowledge of what makes good on-line learning





Questions?



Scarborough Building Society

Peter Bullivant

Human Resources Development
Manager