

Corporate E-learning

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Global Training Strategy

E-learning is a powerful tool for professional development that must be based on creativity, technological know-how and a deep understanding of your organization's business objectives.

If your company needs...

- To improve your salespeople's performance.
- To enter new markets.
- To acquire technical abilities.
- To teach your staff how to use a new technology quickly.
- To ensure your staff's knowledge of Corporate Standards.
- To improve customer service.

These are some of the reasons why we can help you:

- We customize our solutions to suit your business objectives.
- We have 12 years' experience in new technology training.
- We have developed over 1,000 hours of online training for dozens of companies in a variety of fields.
- Professionals and executives in more than 50 countries use our online courseware.
- We are the only company in Argentina with a certified Quality Management System (QMS) for the development of e-learning courses.
- We export our value-added services to the demanding markets of the United States, Spain, Canada and the United Kingdom.

We work side by side with our customers in the definition of their training strategy.

We help them identify – among a number of variables – their needs in professional development; the business challenges; their learners' profiles and the desired outcomes.

This global and systemic approach permeates all the stages in the life-cycle of the training courseware developed by Activica.

- **Defining business objectives and performance metrics**

- **Identifying users**

- **Gathering specialized knowledge**

- **Instructional design**

- **Multimedia production**

- **SCORM implementation and integration on LMS platforms**

- **Program evaluation and adjustments**

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Following is a detailed description of each of the steps in our development process, and how they are inter-connected:

1 Defining Business Objectives and Performance Metrics

E-learning is effective only if it is consistent with your business objectives and helps your organization to solve problems. After the company's goals have been defined, Activica will establish the metrics to link them to the specific learning outcomes to be achieved. This process will reveal "performance gaps" which will be dealt with by developing custom-designed programs.

2 Identifying Users

Since all learners have different ways of learning, it is essential to consider the specific characteristics of your audience (age group, socio-cultural level, degree of experience with new technologies and prior knowledge). Activica will assist you to understand the user profiles in your organization.

7 Program Evaluation and Adjustments

In order to validate the effectiveness and relevance of the instructional content delivered via e-learning it is necessary to assess learner performance and feedback on a regular basis and evaluate the degree of success in putting into practice the acquired knowledge. This information will be vital for measuring the Return on the Investment of the e-learning program and to ensure permanent quality improvement.

3 Assembling Specialized Knowledge

Our team of Instructional Designers will help you to "capture" the whole body of knowledge within your organization, meeting with the experts and gathering printed material about the key areas that will make up the online training program.

6 SCORM Implementation and Integration on LMS Platforms

Our courses can easily run on any Learning Management System (LMS), either Proprietary or Open Source, available on the market. Users will be able to access the courses swiftly and safely, self-evaluating their progress for future analysis and assessment.

5 Multimedia Production

The user experience must be appealing, un-cumbersome and intuitive; only then will it be possible to elicit a constant level of attention throughout the course. To make this possible, we use state-of-the-art interaction techniques and multimedia materials keeping always in mind the technology resources available to the users (hardware, software and connectivity).

4 Instructional Design

After defining goals and content, Activica will set out to ensure that the training course is relevant, concise and effective. Harnessing the potential of multimedia technology, instructional scripts, or storyboards, will be written following a learner-centered approach that places the learner right in the center of the e-learning experience. The goal will be to infuse the learners with enthusiasm, which in turn will facilitate their retention and prompt them to apply the acquired knowledge in real world scenarios.