



E-Learning Audits:

Research Benchmarking to Ensure E-Learning Effectiveness

What is an E-Learning Audit?

One of the world's leading research-informed workplace-learning consultants, Dr. Will Thalheimer of Work-Learning Research, Inc. conducts e-learning audits to help organizations build maximally effective e-learning interventions.

Here is what you will receive in the basic audit package:

1. Review of your e-learning program using research-benchmarking techniques.
2. Online workshop of research-based learning fundamentals.
3. Online report and discussion about the strengths and weaknesses of your e-learning design.
4. Written report with screen shots highlighting key strengths and weaknesses of your program.

Why are E-Learning Audits So Valuable?

E-learning professionals point to the following as key benefits of e-learning audits:

1. "To confirm that we are doing what's right."
2. "To help us create more effective e-learning."
3. "To help us avoid learning-design mistakes."
4. "To help us persuade key stakeholders."
5. "To ensure that we are using proven research-based practices."
6. "To improve team knowledge and skills."
7. "To jumpstart new design & upgrade initiatives."

How Will Your E-Learning be Judged?

Your e-learning program will be examined to determine how well it (a) creates understanding, (b) supports long-term remembering (minimizes forgetting), and (c) motivates on-the-job performance. It will be research-benchmarked against the 12 most decisive factors in learning design.

What the Audit will NOT do.

Audits ARE focused on your e-learning program's learning-to-performance design.

- Audits are NOT focused on technology, legal issues, costing, resourcing, or globalization.
- Because industry-benchmarking promotes mediocrity, our Audits will NOT directly compare your e-learning program to other e-learning programs.
- Because we value integrity, our Audits cannot be used to provide a testimonial to the marketplace.

Why should you Trust Dr. Will Thalheimer to Audit Your Work?

Will Thalheimer is simply the sexiest, most-influential, most-environmentally-friendly, and best-dressed learning researcher in the known universe—and he's modest too, especially when he writes marketing copy for himself.

But seriously, I'm an especially good partner for a number of reasons. Here are some:

- Business Wisdom—having an MBA; formerly teaching leadership topics to managers, leading a product line, being an entrepreneur, consulting with senior business managers.
- World-Class Research Background—PhD in human learning from Columbia University, compiling learning research since 1997 (over 200 research articles every year from scientific refereed journals on learning, memory, instruction), publication of many seminal research-to-practice reports.
- Practical Wisdom—Experience as instructional designer, trainer, project manager, product manager, simulation architect, researcher, consultant, and business leader.
- Experience—Has worked with wide range of clients, including Walgreens, ADP, Defense Intelligence Agency, Novartis, Abbott, Intermountain Health, Monitor Group, Pfizer, UNUM, Allen Interactions, E-Learning Guild, ASTD, Tufts University, MIT, and Microsoft.
- Integrity—Reputation built on the highest levels of integrity, ethics, and professionalism.

Costs

Basic Audit Package (the four components) is \$5,000.

Extras

- Face-to-face debrief instead of web debrief.
- Focus on learning measurement and evaluation.
- Follow-up design brainstorming with your team.
- Classroom workshop on specific learning topics.
- Instructional design and/or consulting.

Contact

To schedule an audit or to discuss details, contact me (Dr. Will Thalheimer) at info@work-learning.com or 888-579-9814 (in US).