

Get the grip on E-Learning

Written by Edith Wolf Perez

The factsheets published on the topic of Human Resources HR, by the Chartered Institute for Personnel and Development (CIPD), document the status quo of the discussion.

The E-Learning-Factsheet has been updated and offers a valuable overview of this area with lots of information. It is also useful for getting a grip on the jargon in the e-learning scene.

The CIPD viewpoint could be read as a confirmation of the approach Creative Futures has taken.

It says:

Far too often any discussion of e-learning is surrounded by over-statement and hype. Our CIPD view is that the following principles should underline any strategy for e-learning.

- Start with the learner - recognise the limitations of the population that you are trying to reach.
- Relevance drives out resistance - if the e-learning material is seen as relating to something that matters in the organisation, people are more likely to try to use it.
- Take account of intermediaries - Much learning requires an intermediary to advise and direct the learner. This is just as true of e-learning; it will not be successful if taken in isolation from other learning.
- Embed activity in the organisation - this is a subtler point but follows from the previous one. E-learning modules should be seen as one element in an organisational learning strategy; where possible their use should be linked with instructor-led courses and other human resource management systems (for example performance appraisal).
- Support and automate - this final catch-all point reinforces and underlines the others. E-learning does not offer us the opportunity to automate all our learning processes. Instead it is a powerful new element in a wider strategy which requires support for learners in the context in which they learn.

The factsheet

- considers the scope and types of e-learning
- reports progress to date based on findings of our learning and development surveys
- gives the CIPD viewpoint on e-learning implementation
- provides links to case studies on implementing effective e-learning.

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[Chartered Institute for Personnel and Development \(CIPD\), Juli 2009](#)

Additional support material: [Elliott Masie's Think piece "Defining the ‘e’ in e-learning"](#)

Reference: [Jochen Robles on Learning, knowledge and technology](#) (in German)