

## Get the grip on E-Learning

Written by Edith Wolf Perez

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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 &lsquo;e&rsquo; in e-learning&quot;](#)

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