



AN ONGOING PROCESS

Curating and Refining your L&D

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About OpenSesame

Introduction

It's crucial to know what L&D metrics matter to you and your organization. While offering more courses to your learners can increase the likelihood of employee participation, fewer, more relevant courses can better support employee engagement. But, how do you choose the right courses that are highly relevant for your organization efficiently and effectively? This ebook will help you save time building a future-focused learning strategy that produces lasting value and measurable results.

What is content curation?

There are hundreds of thousands of elearning courses available to today's workforce, many of which are organized within Learning Experience Platforms (LXPs), Learning Management Systems (LMSs), and other online content repositories. Still, there remains a huge lift for L&D leaders and administrators who seek to provide the best learning solution for each learner at their time of need and on their device of choice. In addition to finding relevant and topical content, L&D teams must ensure that information is conveyed in a format and style that is conducive to learner consumption, completion and retention.

How do learners benefit from **quality content curation**?



Makes it easier for learners to find what they are looking for



Assures a level of quality to support completion



Provides a consistent learning experience

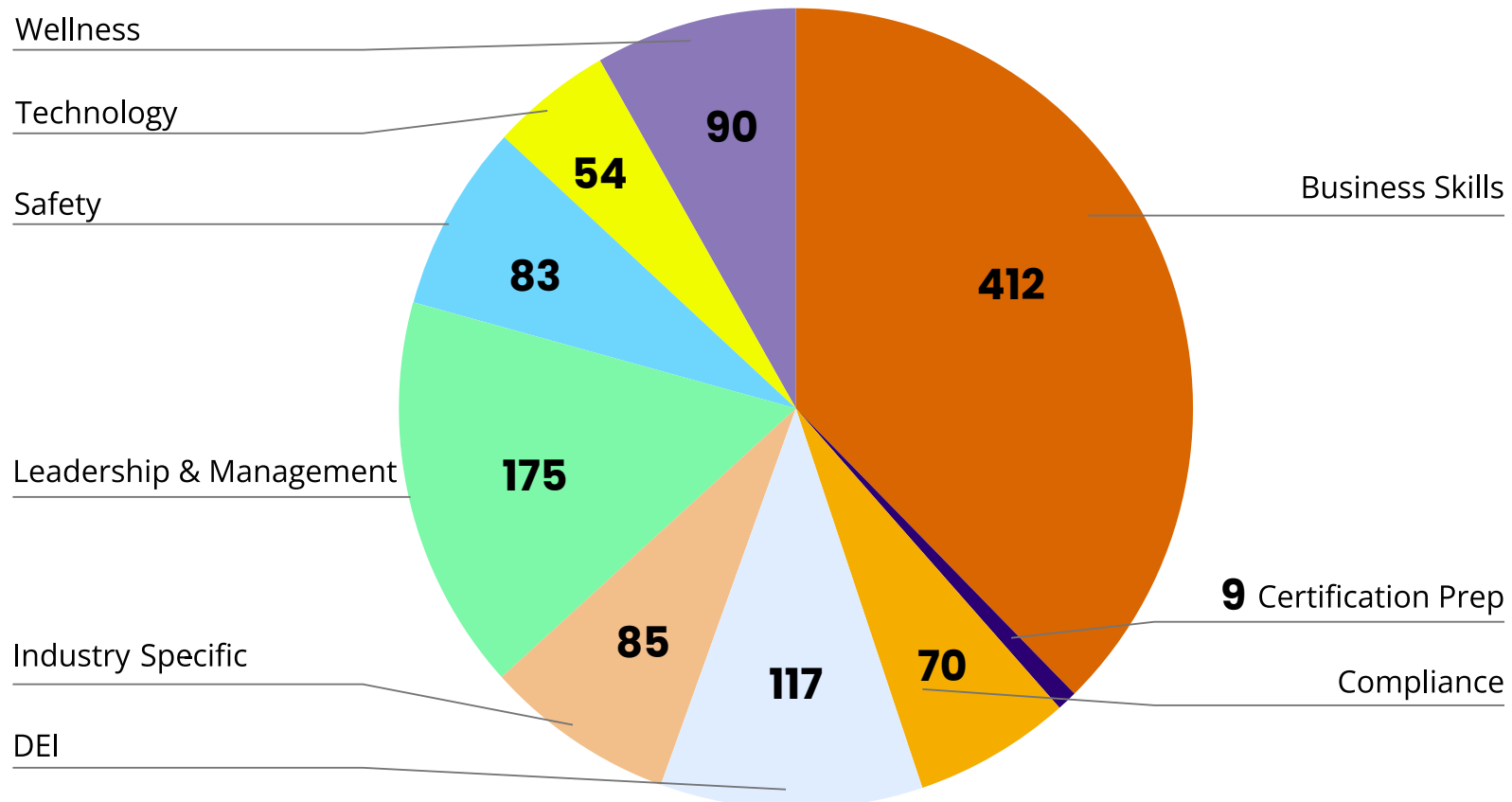


Drives scalable learning program with lasting value

Adding more content isn't always the answer.

The OpenSesame catalog contains more than 30,000 courses, but not all of them are relevant or useful to every one of our customers. Our Content Curation team frees L&D administrator time and resources by sorting through large amounts of potentially-relevant content and presenting it in a meaningful and organized way.

OPENSESAME CURATED LISTS BY CATEGORY



Sorting through content can be time-consuming and overwhelming.

Finding the right course content for your organization's learning stream is no small task: is the content up-to-date? Does it map to our competency needs? Is it comprehensive? Does it reflect the latest trends?

The best way to get started building a content stream is to use a pragmatic approach that accounts for internal requests via a training needs analysis. By programmatizing content requests with a simple form*, you can easily see how many requests you are getting, how often, which department has the most demand and what courses might be universally needed.



***A training request form will help your approach and analysis**

Here are some questions to consider for your form:

- Who is asking?
- For what purpose?
- How many people need this training?
- When do you need this training?
- How detailed does the training need to be?
- Ideal seat time?
- In what language(s)?

Use this [request form template](#) to get started

Best practices for curation success



Stagger the rollout of new content at key points to drive adoption throughout the year



Hire a curator to have on staff



Choose a content provider that can do the mapping for you



Involve key stakeholders from your learner population in the selection process

Organizations evolve: can your content catalog stay relevant?

Some of our customers have broad training goals as well as specific course needs in niche markets. Our experience shows that ground-up content doesn't always make sense.

When considering your needs and priorities, is it better to customize off-the-shelf content (buy it), or should we use time and resources to create it ourselves (build it)?

Make sure you are working with LMS and content providers that can keep up. Ask them to show you their roadmaps, what is on the horizon for innovation and feature updates.

If buying or customizing content, is the publisher evolving also?

Are their courses staying fresh and interesting?

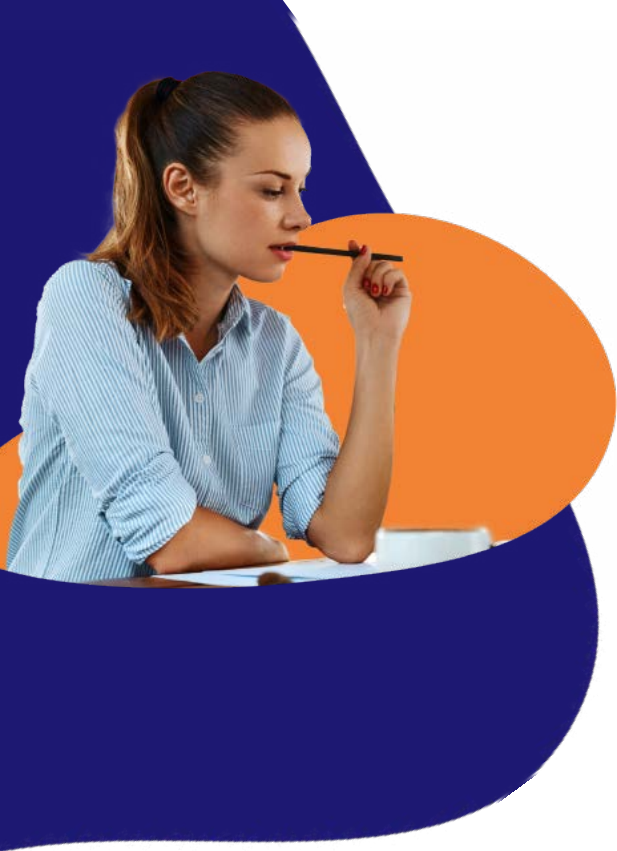


Something for everyone.

Most companies today support a diverse workforce with a LOT of variation - geography, demographics, adoption of new technology, even preferred methods of communication. This has huge implications for L&D professionals looking to meet the needs of a disparate team and driving course completion. How does one go about curating content that will be liked and beneficial for all, when clearly one size doesn't fit all?



- Consider multiple providers or a provider with a subscription model that gives you access to a range of different types of courses
- Survey your learner population and ask what they are actually looking for
- Explore priority-focused steering committees to help select content (DEIB, Wellness, etc.)
- Ask your content provider for insight into how other organizations are approaching their content streams. (Does your content provider have a dedicated success manager?)



How do you know if your courses are actually working?

L&D efforts are not set-and-forget. Keep evaluating your program's progress by getting feedback from both sides - the leaders setting the goals and the learners who are engaging with the content.

- Survey your learner population and look at course ratings by provider, by category or by department. Here's a [free template to get started](#).
- Check in via informal discussion with peers and key stakeholders, better yet... remember that steering committee?
- Continue optimizing from your LMS/LXP data what types of courses get completed more than others?
- What publishers tend to have more launches?
- Maintain an open dialogue with your learners via regular updates and opportunities for feedback in your internal social media (Yammer, Slack) and test more timely, elective courses based on key events (holidays, annual observations, etc.)



Checklist for Success



Make finding courses easy for learners

Create an open dialogue via internal social media like Yammer or Slack



Don't do it alone! Involve more people in the selection process

Involve your organization with a steering committee of key stakeholders



Use standardized forms to prioritize internal requests

Survey your learners and listen!



Rollout time-relevant content directly to learners

Consider customizing off-the-shelf courses and use course providers to help.





Conclusion

Curating elearning courses can be time-consuming and is often an overwhelming, unprioritized aspect of maintaining L&D programs. There are lots of courses out there, but if your learners aren't finding them - or completing them - they're not very useful.

Implementing some of these strategies will help save you time and resources, and should give you additional considerations to take when choosing the right stream of elearning courses for your organization.

ABOUT OPENSESAME

Leveraging the right content stream starts with choosing the right content provider.

With the most comprehensive catalog of elearning courses from the world's top publishers, OpenSesame can help find the right streams and map them to specific core competencies.

To learn more about how our team of Curation experts can help increase utilization and improve your L&D program's effectiveness, click [here](#).

