

Creating good eLearning is no a simple matter. Even “simple” projects involve many hands, multiple deliverables, and plenty of chances for things to go off-track. The most common factors that undermine eLearning projects are not always obvious to the people involved because they don’t produce negative effects until later in the process. For the project sponsor, it’s not always easy to manage these risks. But it can be done. The first step is spotting the seven most likely reasons why your project may fail.



Mistake #1:
Hiring a vendor before you're ready
 The temptation to simply get started can be very strong. But a hired vendor may struggle to move forward if an organization's stakeholders haven't agreed on the knowledge and skills they want learners to use in day-to-day workplace situations.



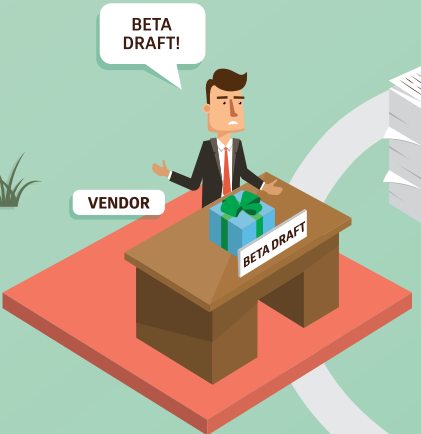
Mistake #2:
Not devoting enough time to oversee the project
 It can be hard to resist the feeling that, once you've hired a vendor, you can now turn your attention to your real job. In reality, any vendor will require guidance. 5 hours = Average amount of time per week you should plan to spend guiding the project.



Mistake #3:
Hiring a vendor that doesn't align with your priorities
 On the outside, many custom eLearning agencies may appear to be similar. But inside they can be very, very different. If it isn't in a firm's DNA to deliver a product in line with your core values and needs, no amount of feedback is going to result in a stellar training product.



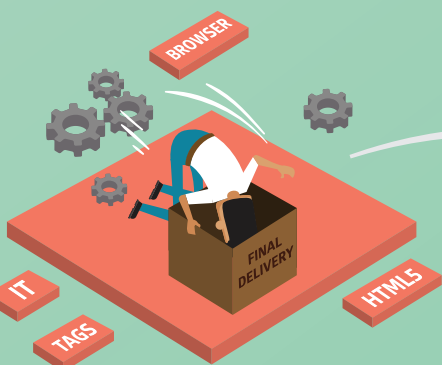
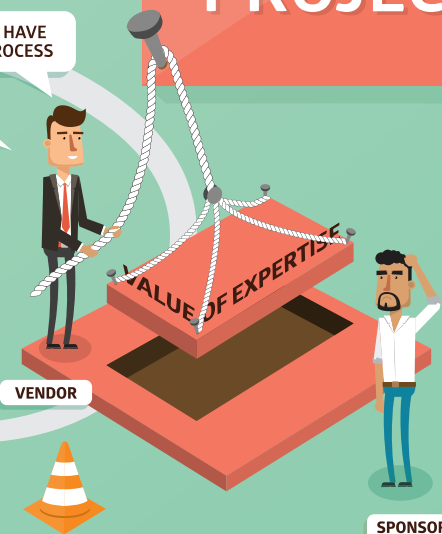
Mistake #4:
Not establishing an effective internal review process
 Reviewing deliverables may seem like the most innocuous thing. It turns out, though, that the process can be the most challenging part of overseeing an eLearning project and by far the leading cause of project delays and scope increases.



Mistake #5:
Failing to define the scope of each deliverable review
 Reviews should focus only on those aspects of the course that have been added since the last deliverable. For example, when reviewing a storyboard, focus on the visuals and avoid revising verbal content that has already been carefully reviewed and approved.

THE 7 MISTAKES THAT LEAD TO eLEARNING PROJECT FAILURE

Mistake #6:
Not fully leveraging the expertise of your agency
 Seemingly minor deviations from a vendor's normal process or deliverables can cause major chain reactions with serious downstream impacts. It won't kill your project. But it can lead to cost or timeline overruns.



Mistake #7:
Failing to define your delivery environment up front
 One small miss – like using HTML tags that your browser cannot support – can completely derail a project. You often don't discover this sort of thing until the very end, when means spending more time and money to fix it.



Luckily, these commonly occurring issues have root causes that can be avoided. Download our free essential guide, “The Training Executive’s eLearning Playbook,” to learn how to avoid these seven mistakes - and keep every eLearning project on track and on budget. Bull City Learning is a multimedia learning company located in Durham, NC. We create compelling, media-rich learning experiences for our clients.