

Creating RoadMap Courses

WHY and HOW

Overview

1. What are they?
2. What you can include?
3. Why create them?
4. How do you create them?

1

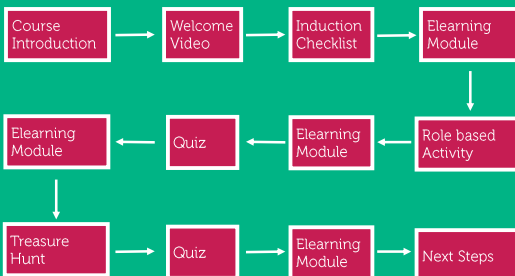
What are they?

Bespoke Courses

Course Introduction

Elearning Module

Induction Programme



Links to key sources of information and help

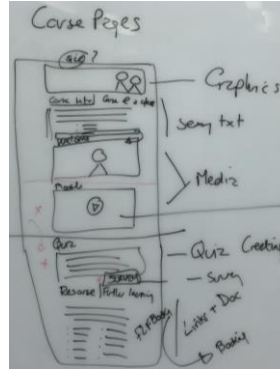
2

What can they include?

What can you include?

- Graphics
 - Photos
 - Banners
- Text
 - Programme intro
 - Resource intros
 - Instructions
- Documents
 - Policies
 - Activities
 - Checklist
 - Training manuals
- Videos
 - Organisation
 - YouTube/TED/Vimeo
- Bespoke elearning modules
 - Commercially produced
 - Inhouse created
- Off the shelf modules
 - Jenson
 - Elearning Hero
- Quizzes
 - Tests
 - Reflective
- Surveys
 - Module feedback
- F2F booking
 - Online booking

What can you include?



- Visual Title Banner
- Course Introduction
- Video
- Elearning Module
- Quiz
- Resources /Further Reading
- F2F Training Booking

3

Why create them?

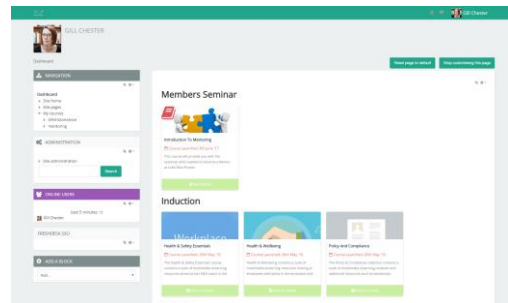
Why create them?

- BETTER** Enhances the learner experience.
- CHEAPER** Allows you to create programmes quickly using existing materials.
- EASIER** Provides learning paths through content.
- MORE** Allows you to create grouped programmes that brings together on and off line activates.

5

How do you create them?

How do you create them?



Visuals

Thumb Nail

Banners

Writing Sexy Text

1. Give it some thought and don't just 'write it'.
2. Think like a sales person (but don't lie)
3. Grab their attention.
4. Include keywords that are relevant and engaging to the reader.
5. Use action words or phrases.
6. Keep it short and simple.
7. Use bullet points.