

## USING AN **LMS** TO REINVENT YOUR TRAINING COMPANY

ADAPTING TO ONLINE TRAINING TO MEET YOUR CLIENTS' NEEDS

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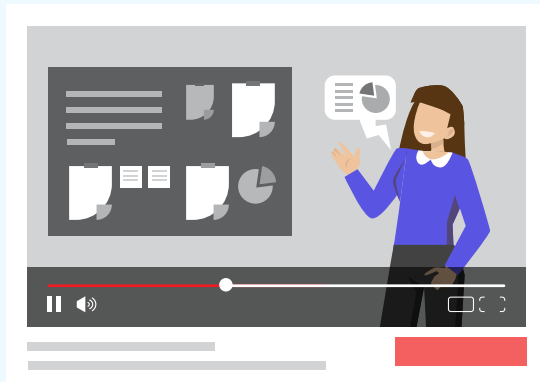


## The new training landscape

Companies that offer **face-to-face training for other businesses** face unique challenges in these uncertain times. Unlike online content providers, they have had to **pause their activities** until further notice. The most obvious solution is to **move to online training**, but changing mediums can also be difficult.

It may be easier to do things as they've always done them, but that comes at a price. If training companies don't have a basic plan for **replacing face-to-face instruction** at least temporarily, unexpected events will always hurt their business and their clients' businesses as well.

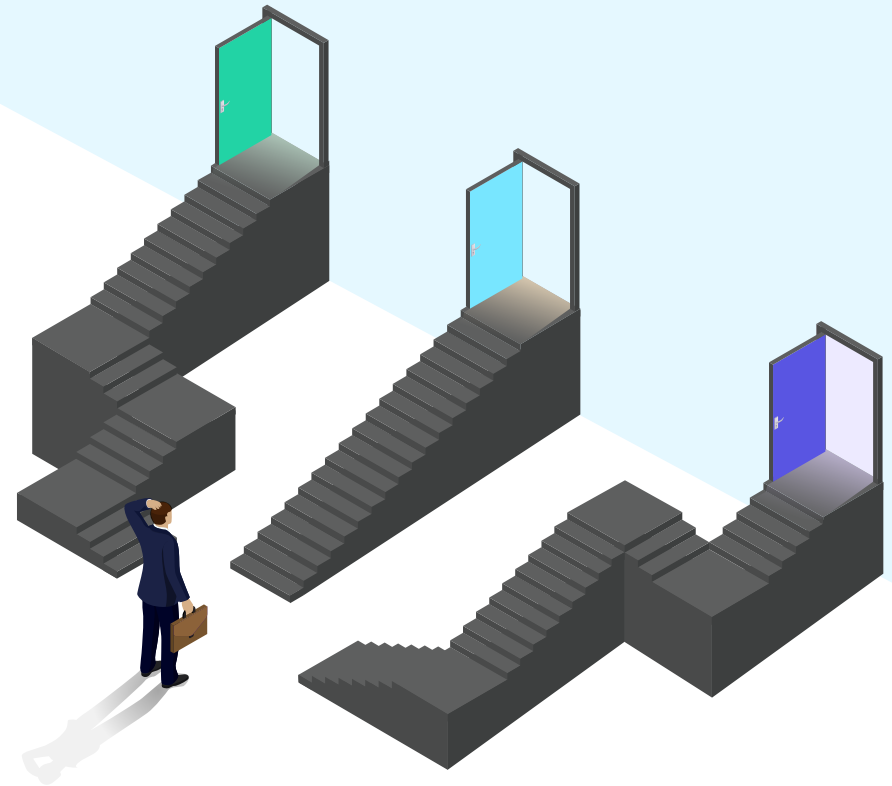
That's why training companies who help others manage change and upskill employees need to take a page out of their own book. In other words, embrace change and **reinvent themselves with technology**.



## Adapting to changes

The overwhelming message is to adapt and overcome whatever the shifting landscape throws your way. However, without a **practical solution**, the process of **reinventing as a company** is much harder than it has to be.

You need a plan that engages both your employees and your clients. For employees, it's all about learning the most effective ways of **delivering online training**. Clients should see you as a partner and work together to **achieve digital transformation**.

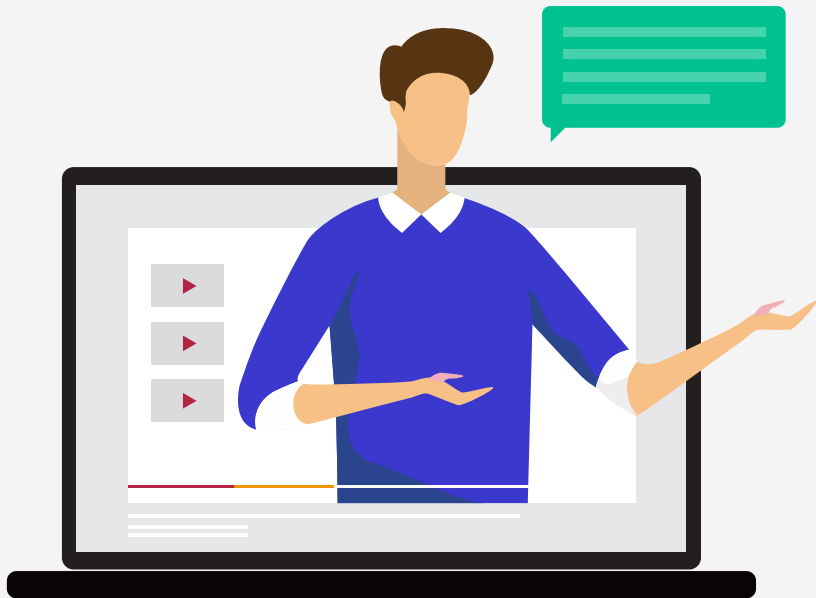


It doesn't matter if your goal is to offer asynchronous training, synchronous instruction, or a combination of both. Carefully **choosing a training solution** for your clients should be your number one priority.

## Finding a solution

There's a misconception that you either use training technology extensively or not at all. In reality, tech can **help face-to-face training** by enhancing the learning experience.

Since your clients' needs are at the **core of your business**, you have to find the **best platform** out there. It would be time-consuming and ineffective to build a new website from scratch for every one of them. Each company has a vision and preferences, so it's hard to please everyone.



That's not a problem since a **learning management system (LMS)** has all the features you need to **deliver quality training** as a whole package: their private website and specialized content, available anytime and anywhere.

## LMS benefits for training companies

The **LMS is the perfect tool** for training companies that want to reinvent themselves, offer more diverse products, and **create online courses** in multiple formats. Aside from the fact that you're adapting to social distancing rules, there are many other benefits to choosing an **LMS for training clients**:



### Adapt activities

An LMS has various features that enable you to **create familiar activities** with a twist. Workshops become **webinars**; training sessions become online videos or **live sessions**. If companies require periodic **compliance training**, you can schedule that directly from the LMS.

### Deliver live training

There's no need to stop live sessions just because they're not delivered in-person. You can use the most popular **web conferencing tools** such as Zoom, Skype for Business, Google Meet, or GoToTraining to organize live training sessions. No matter where trainees are at any given time, they can **safely participate** using the LMS.



## Create professional content

Your clients expect the best when you're presenting face-to-face. The current context is an opportunity to create attractive courses, complete with **video tutorials, assessments, and competencies** that trainees have to master. Trainees can also find all courses in a **searchable catalog**.



## Diversify instruction styles

Depending on what your clients need, this is a chance to diversify instruction styles. Some might prefer **self-paced courses** that trainees can do on their own, or **instructor-led**, in which you host synchronous meetings. For busy employees, there are **micro-courses** with five or ten-minute bite-sized sections. Even more, trainers can mix **asynchronous and synchronous activities** to maximize learning.

## Manage multiple portals

Clients need to know that they have your full attention and that their data is safe. You can create a **separate portal for each of them** but manage all organizations from one central hub. Each organization **replicates their company structure**, complete with departments, teams, job titles, and specialized courses.



### Save time on admin tasks

Nobody likes repetitive admin tasks. Taking care of website **policy documents, awarding certificates of completion, and enrolling users** is done automatically on a platform. What's more, you can even gamify your courses, get notifications when learners are inactive, and many more tasks, all with a few clicks.

### Encourage social learning

The social component of face-to-face interaction is essential. That's why you can't offer online training without **addressing the social aspect**. Use features such as **chat, groups, and teams to build a community**, post announcements to keep everyone in the loop, and set up mentor accounts for mentorship programs.

### Sell your training programs

Using an LMS, you can **sell courses and other learning products** such as bundles and subscriptions. Clients buy them in bulk, and you can manage payments directly from the platform through **popular e-commerce integrations** such as PayPal, Stripe, PayUbiz, and Flywire.





## Conclusion

Companies that offer face-to-face training are in a tight spot right now. Without a plan to adapt their training programs, they might find it hard to compete on the market.

Reinventing a business to offer something new isn't easy, but a trusted partner has a significant impact on your success.

**CYPHER Learning is a world-class, award-winning learning management system (LMS)** for businesses. The platform is known for delivering a great user experience while incorporating all the essential tools companies need to support efficient training and learning.

CYPHER Learning helps companies around the world manage all training activities, such as creating and delivering training content, evaluating employee performance, training clients and partners, and selling online courses on a large scale.

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