



More bang for your buck

How e-learning can help businesses to increase productivity and keep costs down when it comes to training

With all players in the global oil and gas industry currently suffering from the downturn in the market, many companies are understandably looking to cut costs and reign in budgets wherever possible.

It is widely acknowledged that continued investment in the provision of appropriate training to the workforce is of paramount importance. The question is, how can companies get the most 'bang for their buck' when it comes to investment in training in these lean times?

E-learning solutions may well provide the key. Internet connectivity has improved vastly over the last decade and around 46 per cent of the world population now has an internet connection at home. There is an 80 per cent penetration rate in the USA, Germany, France, UK and Canada

In addition to having access to desktop computers, most employees now also have access to mobile devices such as Android, iPad, and iPhone. This creates a real opportunity for using e-learning as a cost-effective solution to deliver training to

the entire workforce regardless of physical location or time of day. There is also the option of starting an e-learning course on one device and finishing it on another whilst travelling.

Commenting on the benefits of e-learning, Lorna Ramsay, director of learning and tutor development, at Kelvin TOP-SET says: "Through our many years of teaching experience we can safely say that the best way to transfer knowledge and to really make it stick is by using a blended learning approach. The ultimate combination is classroom training, ideally including hands-on practice and case study work followed by reinforcement through e-learning and on the job.

"We created our e-learning Root Cause Analysis course (e-RCA) to address the need that our customers had expressed for a comprehensive introduction to the 'dark art' of Root Cause Analysis. We recognized that getting to the real Root Causes of incidents poses a major challenge for many people and we wanted to use our 30 years' experience to create an online course that could be easily accessed from any location. The course can be

completed in 4 hours and can be used as an introduction to Root Cause Analysis, a re-cap for managers or as a tool to practice and perfect RCA thinking after attending one of our classroom-based courses.

I truly believe that e-learning is a very important part of the learning mix. However, I would stress that it should be used as a complement to existing training, not as a total replacement."

To conclude, even in these lean times, it is very important to ensure that a process of continuous improvement is put in place when it comes to maintaining a skilled workforce. E-learning offers a cost-effective and easily deployable solution, which can help organisations to weather the storm when budgets are tight, but we should always be mindful of the many benefits that traditional classroom courses can offer. ■

Further information

Kelvin TOP-SET
www.kelvintopset.com