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Rapid E-Learning: *What Works*TM

*Market, Tools, Techniques and Best Practices for
Building E-Learning Programs in Weeks*

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Executive Summary

In 2003 and 2004 the use of E-Learning has grown dramatically. Companies of all sizes can now rely on Internet-based training and education to roll out a wide range of informational and competency-based programs in a fast and scalable manner.

In our research we find that a revolutionary change is taking place. There are a broad range of training and learning problems that are time-critical. These problems have the need for urgent development (“get this program out in the next few weeks”) and often short shelf life (“in 3 months this will be out of date”). Often these programs have smaller budgets, smaller teams, and require intimate involvement of subject-matter experts. (product managers, sales managers, HR managers, etc.)

89% of the organizations we surveyed need to develop e-learning in **three weeks or less.**

We call this new category of program “Rapid E-Learning.” It is a whole new approach to Internet-based training – one that changes the development model, leverages new tools, and dramatically changes the economics of content development.

This report summarizes our Rapid E-Learning™ research findings – reviewing the market size, when and how to apply this approach, best practices, tools, and case studies. Our findings tell us that this new approach can revolutionize the process of developing and deploying information in organizations worldwide. With a compound growth rate of over 80%, this new approach is going to change the way training is built, deployed, and managed.