

5 reasons why eLearnings fail for international use





Presenter

Sergio is the managing director of Idea Translations and one of its founding partners. He has been in the translation industry for over 18 years and has focused primarily on the translation of eLearning content for the last 9. He is a regular ATD presenter and has helped organizations such as L'Oréal, Panera Bread, the Inter-American Development Bank, Merck, American Airlines, WOBI, Wisconsin's Office of Public Instruction and others, with their global deployment of eLearning content.

Idea Translations is an ISO 9001, ISO 27001 and ISO 17100 certified company in the production of translation, design and eLearning projects and is on its way to become a B Corp Certified Company.

What will I take away from this webinar?



- Actionable tips
- Help forecasting your budget and timeline
- Help selecting the right tool
- Avoiding cultural bias



REASON 1

Lack of Planning

- What kind of training is it?
- Budget
- Are the international teams on board?



REASON 2

Not having realistic budget and timeline expectations

- Rate per service
- Share as much as you can with your translation partner
- Translation takes time
- Tips to save money and time



REASON 3

Poor choice of authoring tool

- List the languages
- Make sure LMS supports the translations
- Can students use the eLearnings?



REASON 4

Excessively biased content

- ❑ Check for biases
- ❑ Get diverse perspectives
- ❑ Ask the bias questions



REASON 5

Not getting enough feedback

- Get the managers on board
- Identify your local reviewers
- Make sure they make time on their agenda



Q&A



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