

5 Best Practices to create Killer Global Ready eLearnings



Presenter

Sergio is the managing director of Idea Translations and one of its founding partners. He has been in the translation industry for over 15 years and has focused primarily on the translation of eLearning content for the last 7. He is a regular ATD exhibitor and has helped organizations such as L'Oréal, Panera Bread, the InterAmerican Development Bank, Wisconsin's Office of Public Instruction, Brouwer Labs and others with their global deployment of eLearning content.

Idea Translations is an ISO 9001:2015 and ISO 17100 certified company in the production of translation, design and eLearning projects.

Who will benefit from this webinar?



- Global L&D team members
- Developers of eLearning responsible for diversity
- Local training teams that need to adapt global trainings.



What to expect from this webinar



- Problems to spot early in the process
- 5 Best practices for success
- How to do a checklist to determine if your eLearning is Global ready



1. Early Identification of Targets



Who is your audience

- Very specific (niche)



1. Early Identification of Targets



Who is your audience

Global



1. Early Identification of Targets



Who is your audience

- Don't know



2. Put together a team of reviewers



- A/B testing of Story board
- Reviewers must be diverse and global (if applicable)
- Some reviewers must be part of the target group



3. Cultural (in-country) Validation



- Assign an in-country reviewer
- Better if it is part of the target audience for the course
- Allow direct contact with your translation partner
- eLearning evaluation results



4. Extensive narration and other traps



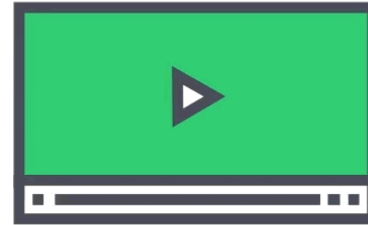
- Narration is expensive (at least professional narration)
- Video
- Images with dead text



5. Choose the right tools



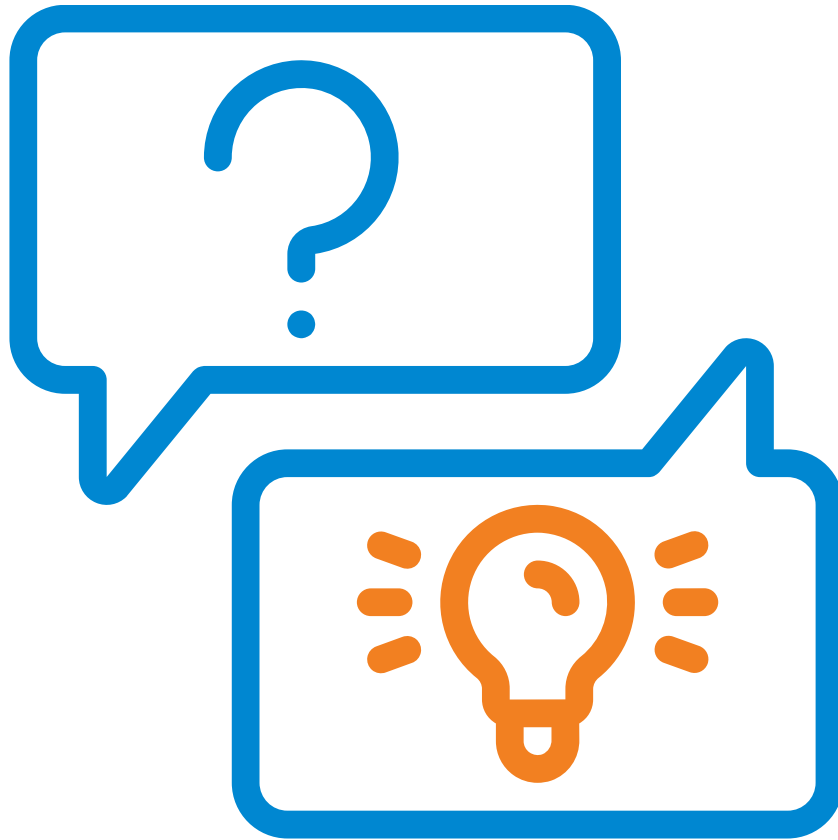
- Authoring tool
- LMS



Finally, the checklist



BEST PRACTICE	VERY SPECIFIC (NICHE)	GLOBAL	DON'T KNOW	CHECK
PUT TOGETHER A TEAM OF REVIEWERS	CRITICAL	CRITICAL	CRITICAL	
CULTURAL IN-COUNTRY VALIDATION	N/A	CRITICAL	N/A	
EXCESSIVE NARRATION	CRITICAL	CRITICAL	CRITICAL	
EXCESSIVE USE OF VIDEO	CRITICAL	CRITICAL	CRITICAL	
EXCESSIVE USE OF IMAGES WITH DEAD TEXT	CRITICAL	CRITICAL	CRITICAL	
DOES AUTHORIZING TOOL SUPPORT MULTIPLE LANGUAGES	N/A	CRITICAL	CRITICAL	
DOES MY LMS SUPPORT MULTIPLE LANGUAGES	N/A	CRITICAL	CRITICAL	



Q&A



Idea

translations

info@ideatranslations.com

[f](#) [in](#) / [ideatranslations](#)

ideatranslations.com 