



TenStep Supplemental Paper

18 January 2004

Media-Based Training

Organizations in today's global economy are increasingly adopting Media-Based Training (MBT). MBT, which uses a computer network for delivering training, is ideal for both individual and group learning and is more cost-effective than traditional methods.

Benefits of MBT

- The self-study nature of MBT allows employees to get trained during off-peak or after office hours.
- It allows privacy for those who want it. However, it is more effective when used along with group interaction.
- It helps improve the employees' entry-level skills by including company-related information.
- It can help in reinforcing learning to significantly enhance retention.
- Integrating tests in the MBT programs can assess the training effectiveness.

However, organizations will have to carefully evaluate MBT programs before implementing them. The four key areas to be considered are:

1. **Degree of tailoring.** For the optimal use of an MBT program, it should be customized to organization standards to the greatest extent possible.
2. **Language.** Since the MBT program is meant for employees around the globe, it should be delivered in more than one language.
3. **Upgrades.** These programs need to be continuously upgraded to avoid obsolescence. The upgrades usually include additional content, enhanced graphics and sound, improved testing and more customized material.
4. **Technical specifications.** The latest technological developments both in software and hardware should be incorporated from time to time to enhance its effectiveness.

The successful implementation of an organization-wide MBT program requires the integration and support of various skills, including project management, system design, marketing, training needs analysis and technical support. It is important to ascertain the attitudes and willingness of trainees before implementing the MBT, and any reluctance has to be countered by additional support and orientation by the organization.