



# How to Buy eLearning Content for Your LMS

Your Step-by-Step Guide to Selecting Training Courses  
and Shopping for the Right Content Provider



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## PART ONE

# Choosing Impactful Content for Your LMS

Discover what training categories are crucial to your organization's employee development efforts and if custom-made courses are right for you.



# Introduction

## A Balanced Diet

On average, 76% of U.S. consumers create a shopping list before going to the grocery store – and there are good reasons why.

Having a list on hand mitigates the chance of you needing to make a return trip to the store. It also reduces your overall grocery expenses and makes it easier to find the healthy foods you need for a balanced diet.

And in many ways, buying eLearning content for your learning management system is like grocery shopping.

You must first compile a list of required training topics and find a vendor who can provide the content you need for you to implement a well-rounded and balanced training program.

So don't head to the store quite yet.

This guide will show you how to find a quality eLearning content provider, so you don't have to wander the aisles and risk returning to the store time and time again.

**balanced**   
adj.

taking everything into account; fairly judged  
or presented

# Training Topics You Need

## Compliance

Employee compliance training fulfills the twofold demands of everyday business operations: accordance with organizational guidelines as well as industry, state, and national laws.

Workplace compliance ensures your organization operates safely and efficiently. Training for topics such as office safety, cyber security, anti-harassment, and ethics help ensure smooth workplace operations and processes.

Regulatory compliance training certifies that your company follows laws and regulations. Staying current on OSHA regulations or fair disclosure laws, for instance, are important pieces of regulatory compliance.

Some major consequences of non-compliance include:

- Financial penalties and fines for violating regulations
- High risk of injury and lawsuits due to unsafe working facilities
- Imposed sanctions and license suspensions

Needless to say, compliance training is absolutely crucial for any organization to mitigate workplace incidents and litigation.

**12%** OF COMPANIES HAVE AN ADVANCED COMPLIANCE AND ETHICS TRAINING PROGRAM

**29%** OF ORGANIZATIONS ASSESS COMPLIANCE PROFICIENCIES ON AN ONGOING BASIS

**40%** OF COMPANIES RATE THEIR COMPLIANCE PROGRAMS AS BASIC OR REACTIVE

# Training Topics You Need

## Skills Development

Enhancing individual employee skills is a crucial, yet often overlooked, aspect of employee training and development.

Skills training strengthens interpersonal capabilities (such as communication, organization, and critical thinking) and improves technical abilities (such as software proficiencies, computer programs, and leadership and management qualities).

Upskilling has become increasingly important in today's workforce. When employees upskill, they are learning new competencies in order to grow and evolve within your organization.

Employees also need to engage in reskilling to maintain proficient in everyday functions that are crucial to their job roles.

Supporting employee development to [upskill or reskill](#) your workforce helps:

- Employees become more adaptable
- Increase teamwork and decrease conflict
- Employees feel more confident
- Improve your brand and reputation

Put simply: every employee, whether they're short- or long-tenured, requires skills training.

**68%** OF COMPANIES INVEST IN SKILLS TRAINING TO HANDLE CHANGES WITHIN THE ORGANIZATION

**74%** OF WORKERS ARE WILLING TO RE-LEARN OR LEARN NEW SKILLS TO REMAIN EMPLOYABLE

**91%** OF COMPANIES SAY UPSKILLING AND RESKILLING HAS BOOSTED PRODUCTIVITY AT WORK

# Training Topics You Need

## Continuing Education

Some employees in your organization will require formal continuing education (CE) to maintain different types of licensing or certifications.

The purpose of CE is to ensure that these professionals comply with laws, remain licensed, or keep their memberships in an association or licensing body.

It's safe to bet that a significant number of your employees need some type of CE including, but not limited to:

- Legal professionals
- Accountants
- Tax specialists
- Human resources professionals
- Financial professionals
- Supply chain management

Continuing education – whether it's for licensing or certifications – helps professionals stay current with latest developments and skills in their fields and cannot be neglected in your training program.

**33%** OF WORKERS SAY THEIR CURRENT COMPANY TRAINING DOESN'T MEET EXPECTATIONS

**56%** OF HR MANAGERS CONSIDER TRAINING AND DEVELOPMENT ESSENTIAL TO BUSINESS

**85%** OF EMPLOYEES WANT TO CHOOSE TRAINING TIMES THAT FIT THEIR SCHEDULE

# Course Development

## Off-the-Shelf vs. Custom Courses

**Off-the-shelf**, or ready-made, **courses** have been pre-designed to cover specific topics that are vital to most professionals in that particular industry.

These courses are designed to cover an array of important topics such as industry knowledge, skills development, and compliance

**Custom content** refers to the process of working with a vendor to create a training course that is unique to your organization's practices.

Creating a custom course gives your organization full control over the content and design of the training.

The idea of creating specialty training may seem like an option best fit for large enterprises. But as remote work becomes more ubiquitous, companies of all sizes are taking their onboarding and orientation processes online with custom training solutions.

For skills development, industry compliance, or continuing education, buying off-the-shelf content is your best bet.

For processes or regulations specific to your organization, custom course creation is the way to go.

“Any thorough organizational assessment will not only define the skills employees need to develop, it will also reveal the conditions required to reinforce and sustain those skills once a training solution is implemented.”

— Harvard Business Review



# Course Development

## Weighing the Options

In truth, your organization may need to take a hybrid approach to acquiring training content.

### WHEN TO USE OFF-THE-SHELF CONTENT

Off-the-shelf content will likely fit all or most of your organization's skills development, compliance, and continuing education needs. Developing general skills, like problem solving or advanced Microsoft Excel functions, rarely require a custom-made course.

Other essential topics, such as industry policies or compliance, can be purchased off the shelf. HIPAA training, for instance, covers the same primary requirements for most organizations

### WHEN TO CREATE CUSTOM COURSES

Companies create custom courses for protocols and processes that are unique to their organization.

For example, imagine you work for a university. You might ask your content provider to create a custom course on your university's unique procedures for documenting and reporting campus conflicts.

Remember: even if you don't need custom course creation now, your training needs are bound to change in the future.



OFF-THE-SHELF COURSES ARE READILY AVAILABLE BUT MAY NOT FIT UNIQUE DEMANDS



CUSTOM COURSES ARE TAILORED TO YOUR NEEDS BUT MAY BE MORE COSTLY



HAVING BOTH COURSE TYPES AS OPTIONS GIVES YOU MORE FREEDOM AND FLEXIBILITY

## PART TWO

# Shortlisting Your Options

Know exactly what features, support, and integrations you need from a content provider so you can narrow down your choices.



# Vendor Considerations

## Training Topic Variety

It doesn't matter if you work for a small business or a global corporation: each of your employees possess different skillsets and unique abilities.

There is no one-size-fits-all approach to your employees' job functions, and the same is true for their individual learning styles. Your training content needs to be current, fresh, and diverse enough for you to provide your workforce with a well-rounded program.

When shopping for a training content vendor, ask yourself:

- **Do they provide skills training** that will help my employees enhance interpersonal and technical capabilities in order to upskill our workforce?
- **Do they have relevant compliance training** to keep my employees up to date on necessary laws and regulations?
- **Do they offer formal continuing education** for my employees who need CE credits?

If a content provider is unable to fulfill all or most of your training needs, you risk paying individual vendors for each training category. To keep costs down – and for the sake of expediency – try to centralize your training through one provider.

**variety**  
noun



the quality or state of being different or diverse;  
the absence of uniformity, sameness, or monotony

# Vendor Considerations

## Partner Support

A training partner's main purpose is, of course, to provide training content. But as you know, your organizational needs are not always so cut and dry.

Work with a content vendor that not only provides quality training, but will also act as a supportive partner to your organization. Consider your current employee training demands as well as what you may need in the future.

Make sure your content provider fits all of your needs and more:

- **Do they offer custom course options** my company can utilize either now or later?
- **Can they keep up with our demands** as our organization grows and training needs increase?
- **Are they willing to scale** up or down according to our current or future training needs?

A true partner will provide quality training across a variety of topics to fit your employees' needs and fulfill your organization's training initiatives.

“*The best training companies will listen to your needs, develop a structure for the content that will be delivered, and will be very clear about what you can expect to experience as far as the training itself and results.*”

— Moxie Institute

# Vendor Considerations

## LMS Integration

One of the most important factors of finding a vendor is ensuring LMS integration. The following are basic LMS [technical concepts](#) you should know:

### » SCORM & xAPI

In the eLearning world, [SCORM and xAPI](#) are the technical standards for eLearning that facilitate the sharing of content across learning management systems.

**Sharable Content Object Reference Model (SCORM)** is an XML file that contains all the information needed to transfer learning content to an LMS.

The SCORM protocol has been the primary industry standard for decades. Most LMS software is SCORM-compliant and is used by the majority of organizations today.

**Experience API (xAPI)**, also known as Tin Can, was released in 2013. xAPI functions similarly to SCORM but has the ability to work in different contexts apart from popular LMS.

At the end of the day, these file types do not alter how the course behaves or looks to your employees. Whether you choose xAPI or SCORM simply depends on the compatibility between your content provider and your LMS.



# Vendor Considerations

## LMS Integration

One of the most important factors of finding a vendor is ensuring LMS integration. The following are basic LMS [technical concepts](#) you should know:

### » API

The term application programming interface (API) refers to the connection between different technical systems. APIs essentially allow two software systems to interact and share data.

Keep in mind that APIs do not always guarantee that two systems will integrate effectively.

### » SINGLE SIGN ON

Single sign on (SSO) allows users to log in to multiple standalone software systems with a single ID and password. This means users can access everything without needing different credentials.



## PART THREE

# Making Your Decision

Follow this step-by-step guide when shopping for a training partner and learn more about Lorman's Team & Enterprise Training solutions.



# Choosing Your Training Partner

## Shopping Around

Before you start shopping for eLearning content, make sure you follow these steps:

### 1 IDENTIFY MUST-HAVE TOPICS

First, understand the various training categories your organization needs in order to stay compliant and upskill your workforce.

### 2 DETERMINE FEATURES NEEDED

Next, you'll need to consider the extra features a content provider must offer to ensure proper LMS integration and future success.

### 3 ESTABLISH BUDGET & TIMELINE

You will then need to confirm your training budget. It's also crucial to know your organization's timeline on creating and implementing your L&D program so you can plan accordingly.

### 4 SHORTLIST CONTENT VENDORS

Finally, create a shortlist of content providers who fit the aforementioned requirements. Once you narrow down your options, schedule demos with each provider until you find the right match.

“Partnerships don't happen overnight, but it's partnerships that produce results. Asking the right questions to choose the right training partner takes time, but the payoff is profit.”

— Rutgers University



# Choosing Your Content Provider

## Centralize Your Training with Lorman

You've identified your specific training needs along the way. Now it's time to see how Lorman stacks up.

| Considerations         | Your Training Needs      | <b>LORMAN</b> <sup>®</sup>  |
|------------------------|--------------------------|---|
| Skills Development     | <input type="checkbox"/> | ✓ Interpersonal and technical skills training   |
| Compliance Training    | <input type="checkbox"/> | ✓ Diversity, anti-harassment, ethics, regulatory courses, and more                        |
| Continuing Education   | <input type="checkbox"/> | ✓ Meets requirements of accreditation agencies like CLE, CPE, SHRM, HRCI, ENG, and others |
| Off-the-Shelf Content  | <input type="checkbox"/> | ✓ 4,000+ on-demand courses and 100+ new courses monthly                                   |
| Custom Courses         | <input type="checkbox"/> | ✓ Custom course options available for enterprise partners                                 |
| Training Topic Variety | <input type="checkbox"/> | ✓ 13,000+ total resources covering more than 30 topics                                    |
| LMS Integration        | <input type="checkbox"/> | ✓ SCORM-compliant content library   |
| Partner Support        | <input type="checkbox"/> | ✓ Dedicated customer success team   |

# Team & Enterprise Solutions

## About Lorman Education Services

Lorman is a premier provider of online professional development and corporate training, serving the enterprise with custom training for employees at all levels of business.

For more than 30 years, we've delivered relevant and timely continuing education courses that cover a broad range of business and technical skills and meet the continuing education requirements of nearly 100 accreditation agencies.

Our robust Learning Library includes an array of training topics, as well as custom course options and Learning Paths tailored specifically for our enterprise partners.

Lorman's Learning Platform helps you manage every aspect of your employee training initiatives. Assign courses to individuals or teams, track continuing education credits, see current courses in progress, and print certificates all within the Learning Platform.

Plus, our customized training solutions are easily accessible on desktop or mobile – so your employees can learn at their own pace wherever they want, whenever they want.

**Request a demo** to learn how Lorman's Team & Enterprise training solutions can help achieve your organization's goals.

