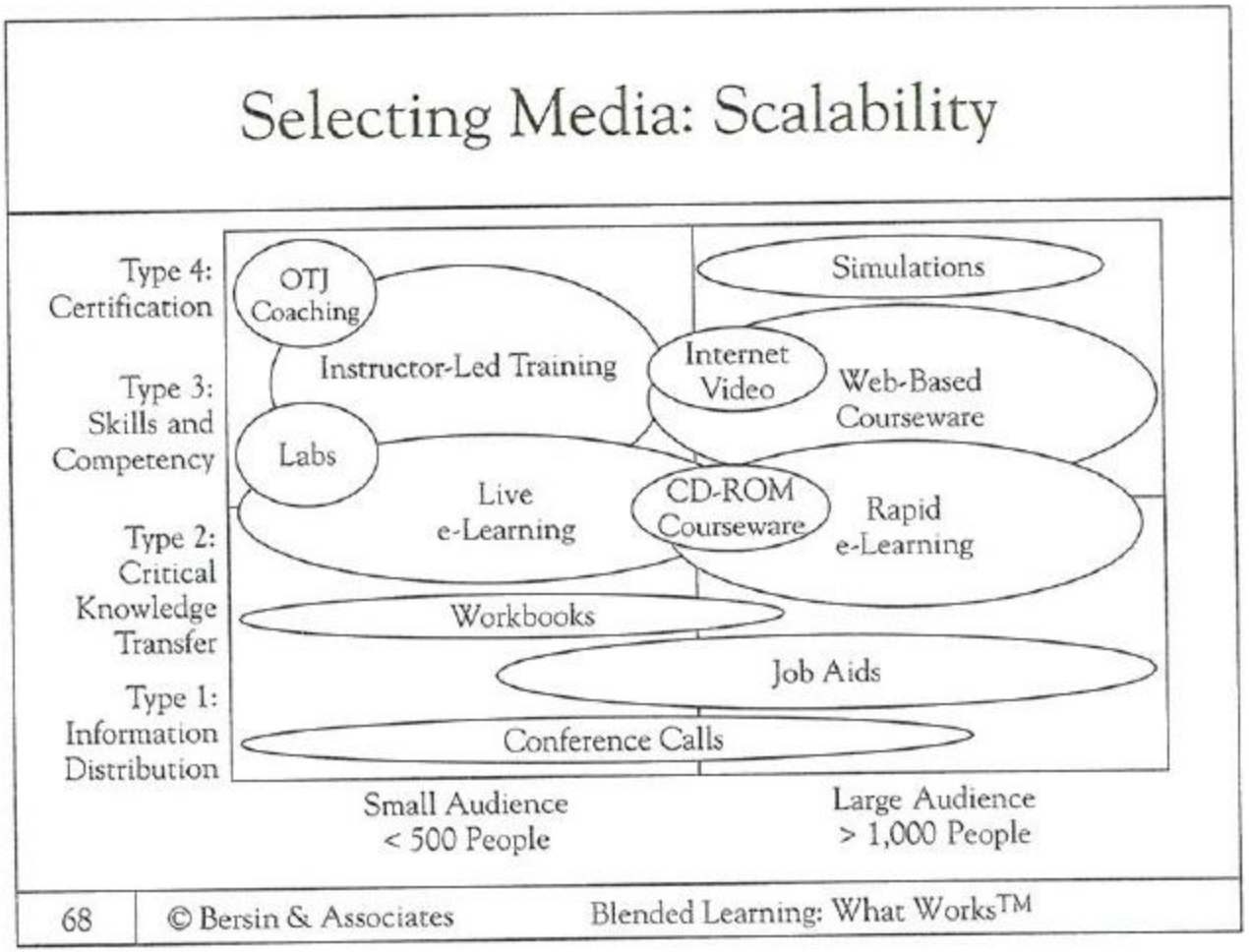
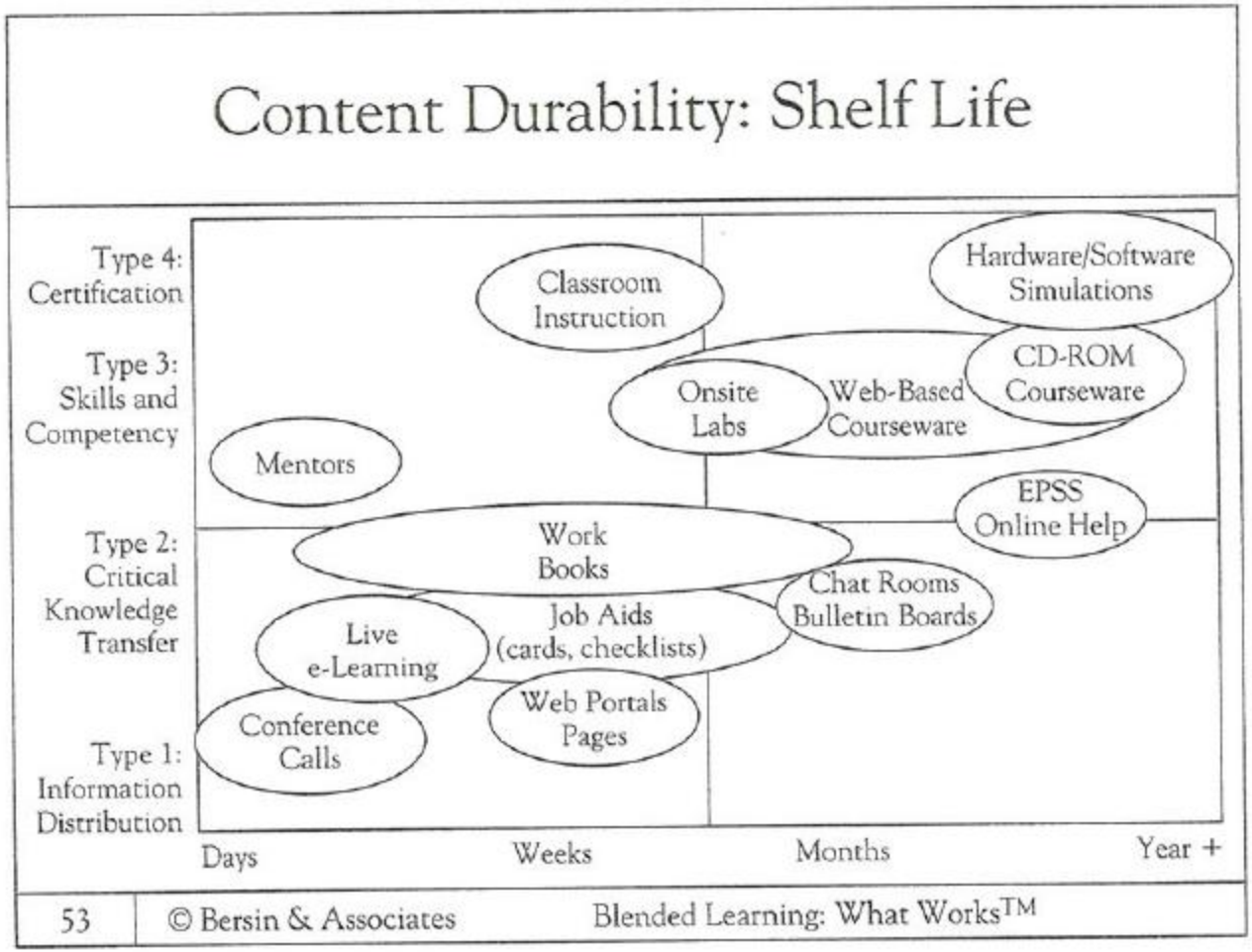
Quick Guide 4: Factors to consider when selecting learning media



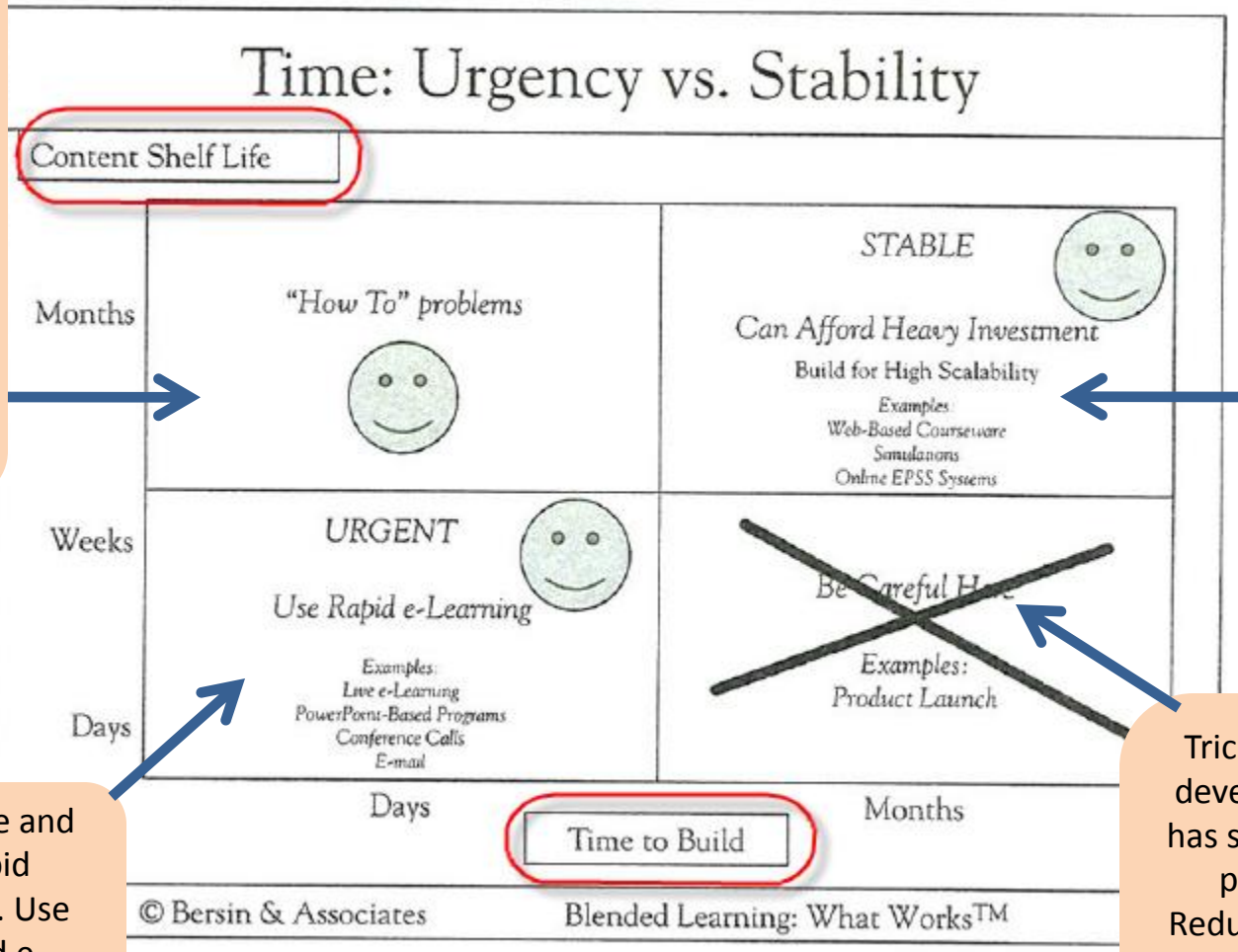
- How many learners are there and how do you reach them?
- Total audience size one of biggest factors in designing a program.
- Large audience size limits amount of ILT or live events you can use.



- Urgency = how much time you have before you launch your training.
- Urgent programs require media that can be developed/authored quickly.
- Urgency and shelf-life tend to go together – if a program is urgent the content usually has short shelf life and should not be developed in a media that requires heavy up front investment

Match time to build against shelf-life

Easiest and most cost effective to build and last a long time (e.g. how to problems). Use short bite-size pieces of e-learning. Become reference materials.



Stable training problems (e.g. new hires, IT, process, soft-skills). Long shelf-life so can afford heavy investment.

Short shelf-life and require rapid development. Use RILT or rapid e-learning.

Tricky. Demands long development time but has short shelf-life (e.g. product launch). Reduce complexity and move to another quadrant or, build content in small chunks to make update easier.