



**Bad News:** SMEs don't understand that:

- Training is not an information dump.
- Classroom training slides, which are accompanied by instructor comments and class interaction, do not have a 1:1 transference to WBT.
- Training should, ideally, be at least a little experiential.

**Good News:** SMEs are trainable. You can teach them.

- What training is and isn't  
(*telling ain't training*)
  - What learning-focused interactivity is and isn't  
(*Click Next to continue is NOT a learning activity*)
  - What information the developer needs to create learning interactions  
(*real-life example and exercises are NOT just nice to have*)
  - How to make a clear connection between training and job performance  
(*online bullet lists and dense explanatory text are not performance-enhancing*)
  - Requirements and constraints of the rapid eLearning workflow  
(*you can't have a finished course in 4 weeks if you spend 3.5 weeks on a review*)
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**Bad News:** WBT training is a low priority for SMEs

- Reviews and questions are often put on the back burner.

**Good News:** You can enlist a champion

- A high-level manager can provide effective SME-motivation  
(*you can lead a horse to a storyboard, but it takes a boss to make him review*)
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**Bad News:** In a low-budget environment, the developer may have to be developer and assembly line manager.

**Good News:** None. But it's better if you can avoid this.

- A streamlined, clearly defined, and comprehensive process flow and a manager whose primary job function is to keep track of the piece parts and the players as the assembly line rolls along  
(*player/coach may be a workable job definition, but developer/project manager is not*)
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**Bad News:** In a low-budget environment, there's reluctance to spend money on training and consultation.

**Good News:** Again, none. But, if at all possible, remember these points:

- Training in the use of your rapid eLearning tool for all users of a new tool or all new users of an old one  
(*no matter what they say, Captivate/Articulate/Lectora/Camtasia/whatever is NOT intuitive, unless you want to spend lots of time tracking down your intuition*)
- Room in the budget for a few hours of consultation with a tool expert who can advise on the development of your template design and the kinds of interactions and scenarios that work best with the tool.  
(*if you won't pay to have it done right, you will pay to have it done over*)