

Articulate Storyline Integration into Instruction

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When teaching a lesson there are many directions an instructor can go. He or she can use live classroom methods, a virtual classroom approach, or live demo and practice procedures. However, blended learning can support a variety of informal processes. This paper discusses a method of using Articulate Storyline as an eLearning tool used in a blended training format.

### **Discussion**

According to Stevens & Frazer (2005) “Performance improvement in the workplace demands more than simply delivering e-learning or classroom courses. No single mode of learning delivery or performance improvement strategy is sufficient for employees in environments as complex as the modern workplace” (P.9). Learning on demand makes it possible for employees to have training on their fingertips but there is always competing demands for time in the real world. It is sometimes faster and easier to take a guess at how to do something then to log in and learn. The effect of this is that e-learning becomes only a tool to increase the cost efficiency of training delivery and not a strategy to increase the overall effectiveness of performance improvement (Stevens & Frazer, 2005, p.9). However, when used in blended learning, eLearning can be an effective tool to aid in performance outcomes.

Blended learning has become common for large corporations today as a method of providing training to large groups of diverse employees. This is due in large part by the need to deliver different kinds of training to employees in various

locations within existing training budgets. These corporate budgets are changing all the time and so is the definition of blended learning. It has begun to change from a simple blend of classroom training and eLearning courses to more complex programs that incorporate an array of synchronous and asynchronous learning modalities.

However, I plan to use only a simple blended format. It will adequately suit my learners by allowing employees to obtain the information and instruction they independently and uniquely need, all within the daily flow of work. In this particular instance, the blended areas I will be using are an eLearning module and an actual workplace setting.

To begin, I have chosen Articulate Storyline to create my module. Storyline is a user-friendly eLearning software that is simple to use. It allows me to create quick scenario based modules based on real world problems for employees who have limited amounts of time and resources. According to Githens (2006) “utilization of real problems, organizational context, and past knowledge is crucial for the success of learning problems. (p. 24)

In the case of Code Adam, I was able to use Storyline to create a module that teaches a simple task but is required for every employee to have a proficient understanding of. These simple tasks are common in a retail environment, but the problem is there are many of these tasks. And when combined, they can take large amounts of time to learn. Using Articulate will decrease the time employees spend on informal training and allow them to focus on the formal aspect of training. These modules can support a variety of informal learning processes and can also be used as reference material. They can be used as a “performance support” function

which is an increasingly important part of the job for many corporate training departments. (Githens, 2006, p.23)

The other side of my blended format will be the actual workplace setting. This is the area where training from the module will be used in a live scenario situation, also known as action learning.

According to DeWolfe (2006), action learning is a powerful learning process that builds upon personal experience through working with live problems. Action learning assumes that the learner must have the power to make decisions about the problem and the authority to implement solutions to those problems. This process is most successful when the problem is significant and urgent. It is during the action learning process where the effectiveness of my online training can be evaluated and examined for a change in learner activity. Wilson (2004) states “Learning can be seen as change through activity. Activity mediates learning. Designers may apply an instructional strategy or model, which may in turn guide learning activities. But it is the activity of the learners that most directly determines learning (p.78).

### **Conclusion**

Effective blended learning strategies can have a significant impact on corporate performance, and it is vital that these strategies address both online and offline approaches. In the case of teaching something straightforward and quick, Articulate Storyline can be a successful tool used in blended learning. It can be used to create modules that can not only introduce new concepts but be used for reference as well. Combined with real world situations Articulate Storyline can be a useful tool in any training program.

## References

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