e-learning as a strategy
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To compete effectively, companies must rely more and more on the knowledge and continuous learning of their employees. The awareness of this statement has led organizations to include e-learning within their general training policies by adopting flexible learning formulas which make it easy for the employees to adapt to changing environmental conditions.

Boosted by the information technologies, especially the Internet, e-learning offers novel ways to teach. It particularly seems to offer more possibilities of immediate feedback, adjusting to the specific needs of a given moment. Moreover, online learning has opened the learning to collaborative environments, something that is becoming more and more important in a reality of flexible structures and multi-disciplined teams.

However, e-learning continues to offer important challenges. As someone stated at II e-learning Meeting of IESE, the availability of the right technology continues to be, in most cases, more a desire than a reality, and the best methodologies to transmit knowledge or to packet content are still unknown. Maybe one of them is the development of a story-based curriculum, which lets the student learn from his/her experience by acting out a story, as explained by the renowned expert Roger Schank. Whatever the case, it is very likely that it means bringing training much closer to the particular characteristics of every employee.

However, the obstacle that companies must overcome is to achieve a suitable deployment of e-learning, which converts them into organizations truely orientated to learning. For that there must be a change in the way knowledge is taught while aligning learning with strategy, which will mean fundamental changes in the structure, roles and culture of the organization.