

## meLearning Solutions

# Customized training

**meLearning Solutions**

Atlanta, Georgia

[www.melearningsolutions.com](http://www.melearningsolutions.com)**Results**

- Enhanced learning experiences for thousands of employees
- Accelerated time to market for eLearning projects
- Authored and tested content once, deployed across screens
- Blended eLearning into traditional training methods
- Realized cost efficiencies through cloud-based subscription

New eLearning development company gets fast start using Adobe Captivate to deliver custom web and mobile training programs for high-profile clients

Classroom sessions have been the de facto training format since the advent of the overhead projector. But with space, time, and money at a premium for organizations today, eLearning is the new norm. When blended into stand-up sessions or made available on desktops, tablets, and mobile devices—web-based training is more than a budget-friendly way to educate workforces. It is a successful methodology that enables learners to better digest and retain knowledge, allows people to participate at convenient times and places, and makes training an enjoyable activity for trainers and trainees alike.

Having been an on-site classroom trainer most of her career, Sarah Gilbert, president of meLearning Solutions, transitioned from the corporate world to launching her own instructional design company. She credits standardizing on Adobe Captivate as a key reason for her successful career change as a workforce training provider specializing in digital and mobile learning solutions.

Gilbert creates interactive simulations and scenarios in the areas of technical systems training, organizational policy and procedures, new product information, and employee orientation and new-hire training. Her client roster includes NASCO\*, Dollar General\*, and one of the largest beverage corporations in the world. The eLearning materials Gilbert creates are sometimes blended into classroom sessions, but are typically provided to her clients for corporate deployment on demand to geographically dispersed audiences working varied schedules.

Gilbert has found her niche in helping organizations find the best ways to blend long- and short-form eLearning activities. "I have always loved facilitating in the classroom. Augmenting that experience with interactive learning modules built with Adobe Captivate has added an exciting new dimension to training, making teaching more rewarding for me, and more effective for learners," she says.

**Active learning, rewarding user experiences**

The highly visual, creative, and interactive style of Gilbert's work adds tangible value to her clients' training programs, as is evident by positive feedback and a steady flow of repeat client engagements. "People respond well to the creative, engaging aspects of my work. They particularly like characters to guide them through eLearning activities, and they enjoy being challenged to reach goals," she says.

Gilbert quickly edits video and audio, adds captions, and utilizes actors from a cast of free-to-use, preloaded characters—all from within Adobe Captivate. Several of her recent efforts have included clever games that reveal clues and treasures as incentives to learn, demonstrating that participants prefer interactive challenges to static multiple-choice questions.

Gilbert's deliverables are branded and tailored for each customer. "Using Adobe Captivate, I can extend my clients' branding to training programs by easily weaving company logos, colors, and themes into the fabric of the presentation," says Gilbert.

**Powerful features inside integrated workflow**

Recent advances in Adobe Captivate enable Gilbert to rapidly achieve superior results and save time on every project. The wide range of stunning interactions like Process Cycle, Glossary, and Pyramid provide a host of new interactive learning elements that Gilbert can add with a single click. A handy quiz tool simplifies the assessment process, offering a selection of question-type templates and score-interpretation capabilities.

Gilbert produces high-quality video and audio for her eLearning programs, adding captions and utilizing actors—all from within Adobe Captivate.



*"When it comes to handling video, Adobe Captivate saves me time and money because I don't have to use external separate software packages."*

Sarah Gilbert, president, meLearning Solutions

### Challenge

- Standardize on eLearning development programs as foundation for career transition from corporate to self-employed
- Provide strategies for organizations to make eLearning available to dispersed workforces using multiple devices

### Solution

Standardize on Adobe Captivate to deliver compelling, interactive eLearning content to train staff

### Systems at a glance

Adobe Captivate

Typically facing deadlines, Gilbert accelerates project completion in Adobe Captivate by applying properties to clusters of objects using the grouping feature instead of having to change properties of individual elements already placed on a timeline. Pre-installed Smart Shapes eliminate the need to create or import shapes in another program. Using the popular lightbox function, Gilbert easily adds effects and animations to key portions of lessons without leaving the Adobe Captivate environment.

Use of video is one of Gilbert's key ways to enhance training activities. "When it comes to handling video, Adobe Captivate saves me time and money because I don't have to use external, separate software packages. It provides everything I need to rapidly build, edit, and enhance video elements that engage viewers and improve the learning experience."

Having each item in video as a separate object is a big editing advantage, making it dramatically easier for Gilbert to edit individual elements, characters, and simulations. She especially likes that even the mouse arrow is a separate object in simulations recorded with Adobe Captivate.

### Reaching audiences across devices

By authoring content once in Adobe Captivate and publishing eLearning courses in HTML5, Gilbert now offers flexible learning experiences where users can pause and continue courses across desktop computers and mobile devices. She also builds specific learning segments for mobile device users as a compliment to her eLearning courseware and classroom training.

With employees under time constraints and using multiple mobile devices in the workplace and at home, it's important that they can start a course on a computer and pick up where they left off on any other device—from anywhere—or go back and review archived content at a later date. "My clients value the ability to access content however they prefer, so developing learning programs specifically designed for mobile devices with Adobe Captivate is a critical offering for my business," says Gilbert.

With plans underway to expand her business, Gilbert will continue to leverage advanced features and improved functionality of Adobe Captivate to deliver valuable services to her clients. She is committed to finding the best ways to engage corporate, government, and non-profit audiences with interactive eLearning that prepares people for the ongoing complexities and increased demands of the workplace.

### For more information

[www.adobe.com/products/captivate.html](http://www.adobe.com/products/captivate.html)



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