

E-idea shaper

Your use of web and communication technologies

Describe briefly what technologies you use within your organisation to deliver training or to support learning currently. Indicate your level of use for each (high, moderate, low). Add more rows if you need to.

Please type in the table

Current technology	Level of Use
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	

Your learners

Who are your main current clients or client groups? How do you think e-learning might benefit them?

Please type in the table

Current technology	Some of their characteristics <i>(learning style?, why they are training? experience with computers?, literacy levels? anything else)</i>	How could e-learning benefit them? <i>Involve as many people as possible in this. Use brainstorm rules – list as many as you can in point form</i>
1.		•
2.		•
3.		•
4.		•
5.		•
6.		•
7.		•
8.		•
9.		•
10.		•

Your products and services

What main courses or other education and training services do you provide now?

List in rough order of income (including funding) value to your organisation.

1.

2.

3.

4.

5.

6.

New products and services

What new courses or training services are you thinking about offering? Who for?

List in rough order of income (including funding) value to your organisation.

1.

2.

3.

4.

5.

6.

Your competitors

What other providers are more-or-less in competition with you? List them and note any ways in which they have the jump on you at present, especially e-advantages.

Competitor	What they've got

Some e-opportunities

At this stage, list the three most promising early ideas for new ways you could use e-learning at your organisation.

Think of new programs, or extensions/enhancement of current ones.

Please type in the table

What's the idea?	What type of e-learning?	Why? (benefits, payoff)
1.		
2.		
3.		