filtered

5 steps to optimise your learning content spend

1.

Agree on the most important skills in your organisation

Spending money on learning and development **without a proper focus on what skills you aim to enhance** is lighting money on fire.

To do this right, you need to use multiple internal and external data sources to agree on the most important skills in your organisation. You should also reimagine data collection and tracking outside of the usual metrics (more next-level data such as deeper behaviour and usage, user feedback, and NPS).

2.

Fix metadata errors and fill metadata gaps

Learning content solutions can find, then fix and fill metadata gaps. And algorithms can help.

At Filtered, we use human-guided algorithms that match specific, individualised development needs to each learner within an organisation with learning content recommendations that best meet those needs. This way, you can scan entire content libraries in almost real-time, and **tag them 10x faster than a human curator, with greater accuracy.**

3.

Identify unnecessary content spend

We've seen clients with 30% of their content provision effectively redundant due to overlap or irrelevance.

Spend the effort on assessing each piece of content (and the cost of accessing/housing that content) for relevance and quality. Accomplish this by **benchmarking paid content against other libraries and other free resources.**

4.

Curate content to support skills

The content must be aligned with and supported by the specific skills your organisation has identified as essential. Organisations must move beyond just defining skills – instead, fully articulating what your business means when they say, "Our team needs this skill!"

When done correctly, **curating content to support skills will help focus – and thus, optimise – learning content spend.**

5.

Improve discoverability and end-user experience

How? With a help of an LXP. An LXP is a **platform that helps users discover the learning content and experiences that they actually need**, not ones they think they need or ones someone told them they should need.

LXPs focus on personalisation, powerful search capabilities, and an interface that is designed for the user. Topping it off, LXPs are powered by integrations tied to the broader learning ecosystem.

Everything we do at Filtered is about maximising our client's bang for their L&D buck. Find out which learning library providers have the most relevant content for the goals of your workforce.

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