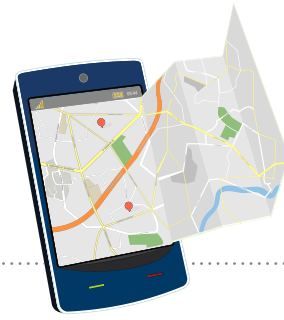# Mobile Learning Roadmap

YOU HAVE QUESTIONS

Mobile Learning presents significant challenges and significant opportunities. Avoid the risk of costly missteps and improve training results with Allen's Mobile Learning Roadmap.

- I want to go mobile, but how much should I budget and where should I start?

- How can I leverage my existing training resources for my mobile learning initiative?

- What is the best technology to reach my audience?

- How can I map my mobile learning initiatives directly to my business goals?

- How do I create an achievable timeline to go mobile?

WE HAVE ANSWERS

There is no such thing as a one-size-fits-all approach to mobile learning. There are too many variables and the costs for missteps are too high. For this reason, we don't focus on whether you're 'ready' or 'not ready,' but rather on your current state and objectives. Our goal is to help define low-risk, high reward opportunities for mobile learning for your organization or department. To keep costs low, we approach this objective using several rapid, yet effective, data-gathering activities. Far from an open-ended consulting engagement, Allen's mobile roadmap program relies on proven, focused analysis steps to deliver a thorough final report that will be foundational to your mobile strategy.

A BRAVE NEW WORLD

Let's start with the obvious: mobile learning is here to stay and is only going to get bigger. According to ITU there are over 6 billion mobile subscriptions worldwide (up to 87% of the world's population). More than half of those subscriptions are smartphones or tablet devices. Currently less than one-third of companies deliver on mobile learning, yet 97% of those plan to implement mobile within the next three years.

The chief barriers that training and development professionals anticipate when implementing mobile learning, according to a recent ASTD/i4cp survey and report, include security concerns, integration with existing systems and a lack of confidence in the expertise that respondents felt their internal organization had to design mobile learning.

"Currently less than one-third of companies deliver on mobile learning, yet 97% of those plan to implement mobile within the next three years."

There are several other critical concerns to developing a mobile learning solution that are not as easily identified before gathering information for a initiative. These range from technical issues based on screen size and interaction limited by specific mobile devices to learner's attitudes about mobile learning.

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THE STAKES ARE HIGH

Yes, there are significant challenges to mobile learning, but there are also significant opportunities. Implementing the right mobile strategy can help your organization to achieve success in reaching business goals. On the other hand, a haphazard approach can waste money and have long-term consequences. What's at stake?

First Impressions:

Your initial mobile assets will teach learners how to use mobile at your organization. Get it right and you'll foster a culture in which such tools are highly regarded and can be used with efficiency to support business goals. Get it wrong and you can create a perception that mobile learning isn't useful and can be ignored, severely limiting the ability to use mobile effectively in the future.

Stakeholder support:

Implementing mobile correctly can help you align support among stakeholders to drive continuing innovation. Of course, missteps will lead to skepticism and limited future opportunities.

Technical Standardization and Cost Reduction:

The mobile world is diverse, and it's not feasible to support every devise or configuration. Your first mobile assets can help you focus on the foundation for future development and reduced costs. If you support the wrong devices, however, you'll open the door to constant updates and bug fixes.

> *"There is no one-size-fits-all approach to mobile. There are too many variable and the costs of missteps are too high."*

WHAT IT TAKES TO DO MOBILE RIGHT

Allen's Mobile Learning Roadmap will help your organization roll-out your mobile strategy right by delivering a framework that guides your business to success:

- In-depth Readiness Assessment to help you understand the best place to start.

- Content Conversion Plan to help you get the most out of the content you already have.

- Technology Recommendations tailored to your audience and training needs.

- Budget guidelines and Recommendations that help you understand the costs before jumping in.

- Mobile Roll-out Timeline that helps you set expectations and deliver on time and on budget.

To learn more or to contact Allen to start your Mobile Learning Roadmap today, visit AllenComm.com.

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