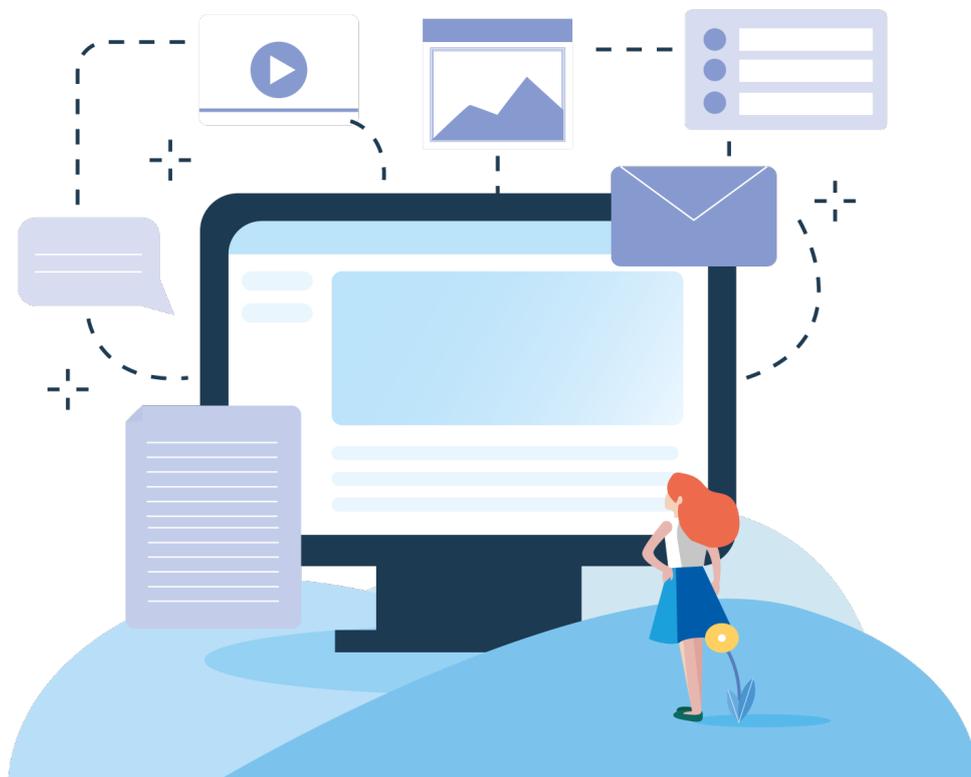


A large, light blue outline of a hand holding a pen, positioned on the left side of the page. The hand is open, with the index finger pointing towards the right, as if holding a pen. The pen is represented by a thick, curved line that loops around the hand.

ofcourseme

**A GUIDE TO
CONTENT CURATION**
on demand

From problem to solution: why content selection is so important



Playing constant catch-up with business

The position of L&D department is often highly delicate and difficult, especially in large companies. A small number of people must cater to the training needs of extremely varied business units that not only require technical and process training, but also adequate support in terms of soft skills and growing talent within the organisation.

Skills are rapidly becoming obsolescent, the market is changing at rates that were unthinkable just a few years back, and 2020 has acted as a dizzying accelerator in this sense with Covid-19 forcing us to turn to smart working.

It is therefore necessary to organise classes and training courses –in person or remotely– and to produce or commission digital training materials to make up for the impossibility of satisfying every need with face-to-face lessons.

Indeed, this intense and expensive activity is endless, even as content is created the context changes requiring further updates. L&D therefore finds itself constantly catching up, with the risk of being a step behind the business as it cannot focus its energies on defining and executing the in-company training strategy, allowing it to be active and not reactive.

Don't panic, you have an ally

For these reasons, we at OfCourseMe are convinced that the only strategy for a solution lies in carefully selecting existing digital content from authoritative sources, and creating Playlists dedicated to the hottest topics for each department with the support of OfCourseMe's editorial team, which acts as a qualified partner ever present to assist the L&D team.

OfCourseMe's algorithms make it possible to probe the sources and content available on the market in real time and pick out the most up-to-date materials with the style and format best suiting the company's culture and training habits. This boosts efficiency and saves time.

Elevating L&D to the role of strategic business partner

First and foremost, this allows you to get ahead of the business and gain the extraordinary ability to have suitable content for each department ready when needed, removing frustration and creating trust. The dedicated Playlists also allow you to limit the number of content items per topic, removing the issue of users being left free to browse the internet for information and risk falling victim to content overload: another frustration, another form of inefficiency.

Secondly, it allows you to redistribute the L&D's energy, directing them towards what is most important but often perceived as less urgent: training strategy. How do we turn training into a healthy habit in a time of continuous reskilling and upskilling? How do we adopt learning? In addition to the concepts taught, what culture and values can training convey? And how?



Finally, these results can be achieved without ever losing control over the content being delivered. L&D can, and must, always view the materials before making them available to colleagues and has the right to remove or replace them at any time.

***So, efficiency is gained, and nothing is lost.
But how can this be done?***

How it works: from the organisation as a Whole to individual Playlists



Selecting content and creating Playlists is a crucial step that precedes the kick-off as the in-company service offered by OfCourseMe.

This activity is divided into two distinct processes that strengthen each other: the general organisation of all available content, created by the OfCourseMe team with help from our algorithms, and the selection of specific materials for the individual company, for which the L&D team is responsible with OfCourseMe's support.

Let us look at the individual steps together!

1

General organisation of content:

This ongoing process, which continues day and night, consists of automatic steps and human interventions by specialists, all entirely managed by OfCourseMe.

From the outside, only the finished product can be perceived, consisting of hundreds of thousands of high-quality, pre-filtered and well-organised content pieces to choose from:

- **OfCourseMe's Content Acquisition team is constantly seeking out new sources.** It is made up of content specialists with humanistic training and programmers experienced in aggregating external content. When a platform passes both the content inspection, considering it of high quality, and the technical (formal) one, this means it is reliable and works well, then new source is added. New platforms are added every month.

- **The content from the various platforms is updated every week.**

Courses that are no longer active are removed, whilst the new content produced is added. Each item of content is associated with one or more OfCourseMe categories. This Data, such as the level or duration of the courses, are structured uniformly by our algorithm so content from all the platforms is comparable, and so on.

- **Continuous quality control is also carried out on the individual items of content.**

There are algorithms and automation at work here too, but their function is exclusively to facilitate and accelerate human work, because we are firmly convinced that the human touch cannot be replaced in this regard. Whenever you look at the content indexed by OfCourseMe, you can rest assured that one of our experts is also checking it with you.

2

Creation of Playlists

This is a joint activity carried out by the company's L&D team and OfCourseMe's editorial team. These two entities have different responsibilities throughout the process, but L&D is always the final decision-maker:

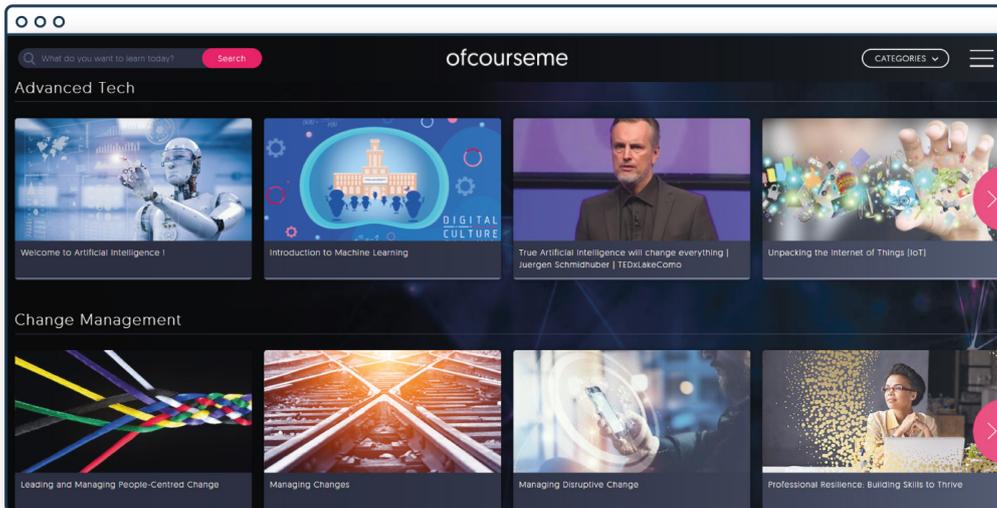
- **It all starts with a brief, which is prepared together.**

It involves drawing up a list of topics to be addressed in the Playlists, indicating as many details as possible for each one: the aspects to be explored further, the level of detail desired, the style sought, the tone of voice expected, and so on. A series of specifications can be added for the content selected: the desired languages, the type of format, the approximate duration, the preferred platforms, etc. The OfCourseMe team's role is to ask questions, like a coach who has a deep understanding of the available content. The role

of L&D is to choose, bearing in mind that they will have full freedom to make changes along the way, optimising their choices according to the results. Here is what a typical brief looks like:

Collection	Description	Level	Language	Duration	Platforms
Advanced Tech	Artificial intelligence, machine learning, IOT. I'd like to have both short pills for beginners and formal courses for those who'd like to dive deeper in the subject.	Beginner, intermediate, advanced		Up to 10h	All available platforms
Change Management	Managing change and risk, resilience. I'd like to integrate both structured MOOCs and short pills.	Beginner, intermediate		Up to 6h	
Soft Skills	It would be great to have short and interesting videos about the different soft skills everyone needs to learn.	Beginner		Up to 1h	

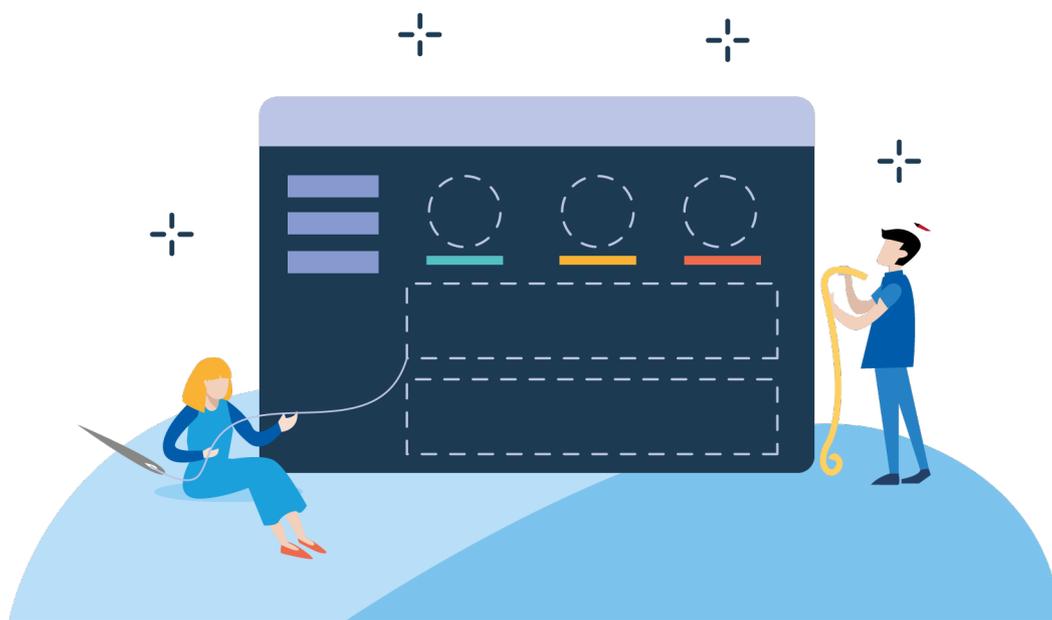
- The OfCourseMe team develops a first version of the Playlists on the requested topics. The Playlists are made available to the L&D team directly within a dedicated web platform:



- The L&D team takes all the time necessary to review the materials. They choose which ones to keep and decide which ones they prefer to replace and for what reason. This stage is very important, because it makes it possible to measure the gap between the wishes put down on paper and the real content offered by the web.

There is always a greater or lesser gap, and the Playlists are never perfectly in line with the company on the first attempt, but thanks to this step we always manage to reach the goal in the next iteration. L&D provides its feedback to the OfCourseMe team, who develop the Playlists accordingly until the desired result is achieved quickly. At this point we are ready for the kick-off.

Ready to go: content tailored for everyone!



Following this activity, which requires the L&D team to work for a few hours over several weeks, we are ready to go. As such, it's possible to show the Playlists you've decided to promote to company employees directly within the LMS or on the platform we will have created for you in the meantime.

It is essential to work out the communications for launching the initiative together, which we explore in a dedicated guide, but then that's it. The various business units can begin taking their training courses immediately, and L&D can pick up the thread of the corporate training strategy.

***Efficiency, Speed, Trust.
Ready to try content curation as a service?***