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Designing World-Class E-Learning

Roger Schank

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"SCHANK'S SUCCESS DESIGNING TEACHING SOFTWARE HAS MADE HIM A MUCH SOUGHT AFTER FIGURE AMONG BUSINESSES, MILITARY CLIENTS, AND UNIVERSITIES." —THE NEW YORK TIMES

DESIGNING WORLD-CLASS E-LEARNING



How IBM, GE, Harvard Business School,
& Columbia University are Succeeding at **e-Learning**



- CREATING EXPERIENTIAL, LEARNING-BY-DOING ENVIRONMENTS ON THE WEB
- A LEARNING REVOLUTIONARY'S APPROACH TO BUILDING A HIGHLY SKILLED WORKFORCE

ROGER C. SCHANK, Ph.D.

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Roger Schank : Designing World-Class E-Learning before purchasing it in order to gage whether or not it would be worth my time, and all praised Designing World-Class E-Learning:

"Schank's success designing teaching software has made him a much sought after figure among businesses, military clients, and universities." -The New York Times The majority of corporate training programs are weak, ineffective, costly, and inconvenient for the time-pressed employees they are supposed to train. Designing World-Class e-Learning

explores on-line learningshy;shy;--today's hottest business training topics;shy;shy;--and explains the "learning-by-doing" approach that the author and his firm have used to develop effective on-line courses for Harvard Business School, IBM, GE, Columbia University, and other world-leading organizations. Roger Schank, a leading E-learning guru and innovator, demonstrates steps and strategies proven to excite employees, make them want to learn, and decrease training costs while increasing productivity. Schank's approach to E-learning involves: e-Learning by doing Encouraging learners to fail--shy;shy;and learn from failure Just-in-time storytelling from experts Powerful emotional impact