



# **Budget Busters:** **Strategies for** **Surviving** **Learning and** **Development** **Cutbacks**



**OUT TO  
LUNCH**



# Our **Top Six** Budget Busters.



- 1 Identify** your organization's most essential learning initiatives.
- 2 Measure the effect** budget cuts will have on your L&D strategies.
- 3 Communicate the** impact of budget cuts to your stakeholders.
- 4 Find** cost-effective, high-impact eLearning solutions.
- 5 Plan** for the long-term sustainability of L&D programs.
- 6 Outsource** your eLearning initiatives to a vendor.

# 1

## Why Is It Important to Identify Essential Learning Initiatives?

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- You'll **avoid distractions and concentrate** your efforts where they will have the **greatest impact**, which can lead to better results.
- Skilled employees are **more likely to come up with new ideas, identify new opportunities, and improve the overall quality** of products or services.
- You'll ensure that you're making **the best use of available resources and delivering outcomes that are most critical** to overall success and a **robust ROI**.

# I

# How Do I Identify Essential Learning Initiatives?

## **IDENTIFY THE BUSINESS GOALS:**

Identify specific business goals at the targeted level of the organization (entire organization, division, department, team, individual).

## **ASSESS CURRENT PERFORMANCE:**

Use data and metrics to evaluate the current state of performance in each of the identified goals.

## **IDENTIFY PERFORMANCE GAPS:**

Compare the data and metrics to the goals and identify the performance required to meet the goals.

## **IDENTIFY L&D NEEDS:**

Identify the multifaceted experiences that can help learners shrink their performance gaps.

# 2

## Why Do I Need to Measure the Impact of Budget Cuts?

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- To assess the potential impact of budget cuts on your **employees' ability to acquire new skills and knowledge.**
- You'll make **informed decisions** on how to mitigate the impact or **redirect resources to maximize the effectiveness of your L&D efforts.**
- So you can **help your organization understand the ROI of their learning and development efforts** and make **data-driven decisions** in the future.

# 2

## How Do I Measure the Impact of Budget Cuts on L&D Strategies?

### **ANALYZE CURRENT SPENDING:**

A cost-benefit analysis can be performed to compare the cost of a particular L&D program with the benefits it provides, such as increased productivity or employee satisfaction.

### **ASSESS CURRENT L&D METRICS:**

Collect and review cost and delivery data on current L&D initiatives. Assess what the same data might look like with an X% budget cut.

### **EVALUATE PERFORMANCE HIT:**

Determine how the budget is expected to decrease business performance tied to the newly identified business goals.

### **POLL THE LEARNERS:**

Data and metrics are important to collect, but polling learners affected by the budget cuts could help identify the intangible impacts of budget cuts (e.g., employee satisfaction, morale, customer satisfaction).

# 3

## Why Do I Need to Communicate the Impact of Budget Cuts to Stakeholders?

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- **Effective communication** will help ensure that everyone is on the same page and will **minimize misunderstandings**.
- Communication will **help to identify alternative solutions and opportunities for collaboration** that can mitigate any negative effects.
- By providing stakeholders with information about budget cuts, you may be able to **secure their support and minimize potential resistance**.

# 3

## How do I Effectively Communicate the Impact of Budget Cuts to Stakeholders?

### **BE TRANSPARENT:**

Clearly explain the reasons for the budget reductions and provide detailed information on the specific areas that will be affected. Be sure to check in regularly!

### **HIGHLIGHT THE POSITIVE:**

Focus on the positive aspects of the changes and offer to collaborate with the stakeholders to find alternative and innovative learning solutions.

### **LISTEN TO FEEDBACK:**

Encourage stakeholders to share their concerns and be open to feedback. Address their questions and concerns in a timely and professional manner.

### **CHOOSE THE RIGHT CHANNELS:**

Choose the most appropriate communication channels for reaching your stakeholders, such as in-person meetings, emails, newsletters, or video conferences.

## Why Do I Need to Find Cost-Effective, High-Impact eLearning Solutions?

- **eLearning** offers a cost-effective alternative to traditional L&D methods by reducing the costs associated with **travel, materials, facilities, and instructor time.**
- High-impact L&D programs **can improve employee engagement, motivation, and satisfaction**, leading to **increased productivity and performance.**
- It'll help your organization **stay competitive** in today's rapidly changing business environment.

# 4

## What Are Some Examples of of Cost-Effective, High-Impact eLearning Solutions?

### **MICROLEARNING:**

Mobile learning delivers short, focused, and engaging learning experiences that can be accessed on-demand. It also pairs nicely with mobile learning! That's a win-win.

### **GAMIFICATION:**

Using game mechanics to make learning more engaging and interactive, gamification can improve learning outcomes and increase employee engagement while being cost-effective.

### **SOCIAL LEARNING:**

Encouraging learners to collaborate, share knowledge, and provide feedback through social learning can increase engagement, knowledge retention, and improve learning outcomes.

### **OPEN SOURCE LMS:**

Using open source LMS platforms, such as Moodle, can reduce the costs of deploying an eLearning solution, while still providing high-quality learning programs for learners.

# Why Do I Need to Plan for Long-Term Sustainability?

- Ensuring the sustainability of L&D programs helps to **maintain the overall business continuity**, as well as the **quality and effectiveness** of them.
- Planning for long-term sustainability helps **anticipate and prepare for future training needs**, ensuring that employees have the **skills and knowledge they need** to be successful.
- By maintaining high-quality and effective L&D programs, organizations can **stay competitive and continue to attract and retain top talent**.

# How Do I Plan for Long-Term Sustainability in the Face of Budget Cuts?

## **DEVELOP THE CULTURE:**

Create a culture that values continuous learning and encourages employees to seek out new opportunities for growth and development.

## **COURT THE THE C-SUITE:**

Build strong relationships with key stakeholders, including members of the C-suite, to ensure that L&D is seen as a strategic partner in the organization.

## **EVALUATE AND ADJUST:**

Regularly evaluate the effectiveness of learning and development programs and adjust them as necessary to ensure they are meeting the needs of the organization and its employees.

## **PRIORITIZE ESSENTIAL PROGRAMS:**

Identify the programs that are critical to the organization's success and make sure they are protected from future budget reductions.

# 6

## Why Should I Outsource eLearning Initiatives to a Vendor?

### BUDGET BUSTER

- Your organization may not have the **resources or staff availability for full-time, in-house eLearning development.**
- Maybe after some introspection you realize that **you don't have the necessary skill set** to complete the job or you're up against **a tight deadline!**
- Or maybe, you're **just kinda stuck** trying to figure out how to **adapt your L&D programs in the face of budget cuts!**  
Bringing in **new sets of eyes and ears** is often the fastest fix!

# 6

## How Does Outsourcing to a Vendor Benefit an Organization?

### **COST-SAVINGS:**

Outsourcing to a vendor can be more cost-effective than creating and maintaining eLearning content in-house. Vendors have the resources and expertise to create high-quality eLearning content at a lower cost!

### **ACCESS TO EXPERTISE:**

Using a vendor allows organizations to access a wide range of expertise in learning solutions across multiple industries, including instructional design, multimedia production, and evaluations.

### **SCALABILITY:**

Outsourcing allows organizations to scale up or down their eLearning content as needed, without having to invest in additional staff or resources. That's eLearning on demand!

### **FLEXIBILITY:**

You'll be able to focus on core competencies and outsource non-core functions to a vendor that specializes in eLearning!

# 6

## How Does Outsourcing to a Vendor Benefit an Organization? (pt 2)

### **TIME-SAVING:**

Outsourcing eLearning to a vendor can help organizations save time by allowing them to focus on other important tasks while the vendor handles the eLearning development.

### **QUALITY ASSURANCE:**

eLearning vendors can provide their own quality assurance processes. You can rest assured that the quality of your content will be top-notch without having to do all the QA work yourself.

### **INCREASED EFFICIENCY:**

Vendors can often deliver eLearning content faster than an in-house team, as they have a larger pool of resources and on-demand project management services.

### **ALL THE TECH AND TOOLS:**

Vendors stay up-to-date with the latest eLearning technologies and tools, which can provide an advantage to companies that do not have the budget to constantly upgrade their own systems.



# Why Choose IDLance as Your Vendor?



1

We have a **community of experienced instructional designers at our fingertips**, and there's bound to be someone (or a whole team!) that's ready, willing, and able to fill your training needs.

2

Andrea and Parker (The Head Honchos) **regularly check in with both the clients and the IDLancers** to make sure all is going well. We're ready to jump in, support, and make any adjustments necessary!

3

Clients know that when they work with an IDLancer, **they're tapping into something greater than any individual freelancer**. They're getting the support of an entire organization!

4

We've **worked with a variety of clients, from the very large to the very small**, bringing them custom and innovative training solutions, on time and on budget.

# Meet Ann!

**SHE'S OUR SUPER AWESOME  
DIRECTOR OF BUSINESS DEVELOPMENT!**

If you're interested in partnering with IDLance on your next project, get in touch with Ann York today!



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**HAVE A BURNING QUESTION OR  
COMMENT FOR IDLANCE? DON'T  
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