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IO CONSULTING FIRM

File No. 09004001
Loehr Equipment Company
E-Learning Study

Loehr Equipment Company (LEC) is a leading manufacturer of construction equipment. LEC has a corporate office and construction equipment dealerships located in the United States and abroad. LEC University leads the organization's learning efforts by offering training and development to improve employee skills.

LEC University currently offers employees a significant amount of training opportunities. Different training classes are offered at different times and locations throughout the year. Over the past four years, LEC University has noticed a decline in participation in training programs. Managers report that the cost of travel to training locations and time away from work has prohibited them from allowing employees to participate.

Whereas there has been a movement toward e-learning, which reduces costs and learning times, LEC has concerns about moving current courses to an e-learning platform. Some concerns include the up-front investment and development costs, whether or not LEC has the technology infrastructure required to support the delivery of e-learning worldwide, the ability to teach knowledge and skills in an e-learning format, the cultural acceptability of e-learning at LEC, and how studying is affected by e-learning.

Whereas LEC is currently working to gather information related to the first two concerns, they have contracted with Iwamoto.Crews.Coe to help address the third, fourth, and fifth concerns. To address the third concern, the firm will conduct a comprehensive evaluation of LEC's current training programs and make recommendations for which classes could be converted and delivered on an e-learning platform. To address the fourth concern, the firm will conduct a Likert-type survey to measure and describe employee perceptions of e-learning. To address the fifth concern, the firm will conduct a study with a sample of LEC employees to evaluate whether or not traditional training and e-learning affect learning.