



## News Release

22<sup>nd</sup> April 2010

### *Optimum accredited as e-learning provider*

Optimum, the IT skills consultancy that specialises in user-focused business systems training, has gained accreditation as an e-learning provider from its professional body, the Institute of IT Training (IITT).

The company has won recognition for its expertise in designing, developing and delivering e-learning solutions that are tailored to individual clients' needs. The IITT accreditation provides external verification of the quality of e-learning programmes, with the report concluding that Optimum was 'entirely worthy of the IITT's e-learning provider accreditation'.

Optimum had to provide a range of client-based evidence in support of the accreditation. The IITT report referred to them demonstrating 'a wealth of experience and creativity, as well as a clear understanding of the elements which constitute an effective and engaging e-learning and blended training solution'.

Optimum was judged on its course information, learning content and materials, including interactive design, usability, media and technical quality. Specific recognition was given to Optimum's 'quality consciousness' and to its in-house developed 'spec builder' that allows the consultants to scope individual clients' precise e-learning training needs and provide transparent costings.

Optimum has developed e-learning programmes for a wide range of clients including the British Red Cross, London Borough of Ealing, RES group, Barnet PCT and the Daily Mail General Trust. E-learning projects are currently being developed for the Salvation Army and Aon.

The consultancy's approach is to undertake a planning and vision exercise to identify the objectives, the user characteristics and the content that needs to be included, as well as what the key messages are and the best way to deliver them. A detailed content outline is then produced for each part of the e-learning programme.

Optimum uses a variety of tools to develop e-learning that is both user-focused and based on the client's business processes. The content is quality assured and pilot-tested for usability, flow and consistency, checked for business processes and trialled on the intended technical platform.

Sarah Kirk, Optimum's managing director, said: "We are delighted to have earned the IITT e-learning provider accreditation because e-learning is an increasingly important part of the training solutions that we offer. Quality of the training experience is paramount to us and having that element highlighted in the report is particularly pleasing."

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**Call us now for more information on:**

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