**Title: Tips To Help Your Subject Matter Expert Create Effective eLearning Content**

Subject Matter Experts (SME) can make or break an eLearning project.

Are confused about how to assist your SME?

Well, we all want to end up with effective eLearning content that adds value to learners’ life and helps us achieve our business goals.

But is it possible to realize the above without building a positive and productive relationship with your SME?

No, it isn’t.

Read on to learn answers to the following:

* How important is an SME for an eLearning project?
* What mistakes can make your SME dissect from productiveness? and
* How can you help your SME create compelling content?

Let’s learn!

**How vital are Subject Matter Experts to any eLearning Project?**

Ever heard of the phrase ‘Content is King’! If you’re dealing with framing technical content, then Subject Matter Experts (SMEs) may be your sole content providers.

Without an expert SME, one just cannot manage to create credible and accurate eLearning content.

Did you know learning satisfaction and learner performance are two primary metrics that are decisive to the success of any eLearning project? All this is dependent on two pillars; an SME and an Instructional Designer (ID).

When you get the right SME strategies, not only will your eLearning program become hassle-free to realize, but it will also gain credibility amongst the learners.

Furthermore, SMEs are referred to as experts in their fields because of their sheer knowledge. Hence, they’re responsible for handling the following core jobs in any eLearning project:

* Provide detailed and accurate course content to meet the learning objectives.
* Educate the instructions designers with the context of the content to make the learning outcomes more effective.
* Reviewing all the learning resources (modules) for usability and accuracy.
* Communicating with key stakeholders to take approvals or clarifying any doubt around content/project.

**What mistakes do professionals make while working with subject matter experts?**

Most professionals do make mistakes while managing their eLearning projects with their Subject Matter Experts. Here are two of the most common and biggest mistakes that they commit:

* **Perceiving them as an obstacle**

While you might be dealing with designs, content, out-of-scope changes, and missing review deadlines, the issues won’t always lie with the SEM, but rather it might be the inefficient work balance or relationship.

* **Looking at them as a resource**

It’s a big mistake to consider them as a basic resource because they aren’t. You not appreciating their talent might lead you towards huge disservice, and set a weak foundation for your professional and managerial relationship with them.

However, we firmly believe in the thought that ‘Humans make mistakes’; we all do. But we can become wiser by following the right tips to help the subject matter expert in creating an effective eLearning content that can enrich its learners and help us achieve our business goals.

Now, let’s explore the most essential part of this blog!

**Tips on how to manage Subject Matter Experts to deliver effective eLearning content.**

1. **eLearning Course Definition**

First things first, while you're designing the eLearning course, the first thing the Instructional Designers (ID) should consider their ‘targeted learner audience' and what should the learner be able to do as a result of this course (basically the end goal)?

The SME should be able to present a particular set of learning outcomes on the designed curriculum. Regular feedback from learners should also be taken to measure the success of the planned course.

1. **Define the Role of SME**

Explaining it to the SMEs is the key to getting things done on time and efficiently.

You must build a practical course using the backward design to make the SMEs think like instructional designers. Set explicit expectations about the project’s objectives. Who does what and when? What must the subject matter expert deliver on regular intervals? What’s the relevant course of action that manifests success? How do you quantify that action? What do they need to follow to be efficient?

It's important for you and for the SME to be on the same page.

1. **Be Clear About What They Will Provide**

Once you explain their work profile, it's imperative to get their idea of services to be provided. Do you expect them to address the entire script? Or give raw materials and ideas? Or maybe something in between?

You must ensure making clear what is required?

In this way, the SME will be able to entirely focus on that particular goal and provide you with useful content.

1. **Don't forget to Acknowledge Time Constraints**

There are times when you want tasks to be completed in a certain way in a certain time frame.

Deciding the deadline for particular tasks is utterly necessary to get an efficient outcome. Time commitment will direct them to work and deliver the eLearning project within the set time frame, so be realistic at discussing deadlines and their availability. One aspect to consider here is, “Will the Subject Matter Expert be able to stay to help you execute the additions/modifications if required? “

1. **Be Clear About The Level Of Knowledge To Be Delivered**

Understand if the SME can deliver complex technical content for the professional courses. Let them know the expected information and knowledge to be delivered in the course. So that they can prepare their strategy accordingly

1. **Provide real-world or job-specific examples**

Discuss with the SME about various ways of delivering the information to the learners to make the learning ‘sticky’. Following this will provide relevant real-life examples to help learners understand the concepts and approaches easily. It is the job of the SME to provide real-world scenarios around which interactive activities can be designed. This guarantees the relevancy of the course, makes it engaging to the learner, and they can apply that learning to their employment practices. These scenarios and examples are invaluable in meeting the learning outcomes

**7.** **Reviewing (Back and Forth) is the Key**

Lastly, when it comes to content, mastering the reviewing part is the key to a successful eLearning course.

Therefore, SMEs must be conveyed the need to conduct a review of their content and course thoroughly. Timely analysis and feedback from the SMEs or senior SMEs will ensure the quality of the content as well as keep the project on track.

**Conclusion**

A Subject Matter Expert (SME) plays a vital role in the online instruction design process. Unfortunately, the potential of the SME usually isn’t fully utilized during the eLearning development process. There are numerous strategies to interact with the SMEs, which go beyond the usual protocol.

The organizational learning needs should be mentioned to the SME in the very beginning.

A track on progress to the learning preferences and requirements of the learner should be kept. Determine the project scope by shifting content between “important to know” and “good to know".

We hope these tips were informative for you and will help you deliver an efficient and powerful eLearning course.