



The Ultimate eLearning Localization Guide for L&D Professionals

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Commit Global



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INTRODUCTION

Organizations have greater access to a dynamic cross-section of global talent. But leveraging a global workforce demands a new approach to training and development.

Technology-powered globalization has given organizations access to a broader pool of talent than ever before. Employees are increasingly embracing remote and hybrid approaches to work, and companies are poised to benefit from growth opportunities unbounded by geographical barriers.

However, venturing into new regions comes with its own set of challenges. Learning & Development (L&D) professionals are face-to-face with unfamiliar audiences and languages. Also, sharing core messaging and developing employee skills are further complicated by communication differences.

Translating content from one language to another is a start, but it does not go far enough. Culture is more than language – it is *who* we are, *how* we communicate, and *what* we believe and value.

Localizing eLearning content is crucial for any organization expanding into overseas markets. This guide will equip you with the information you need to develop an efficient and economical localization strategy that empowers your employees to do better for your company.

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WHAT IS ELEARNING LOCALIZATION? HOW IS IT DIFFERENT FROM TRANSLATION?

Translation converts text into your target language. Localization goes further – it makes your eLearning content culturally appropriate.

Organizations are having access to a competitive global workforce and the benefits are undeniable – higher-quality talent, new market opportunities, and greater capability to provide employees with autonomy over their work schedule.

However, delivering online training to a globalized pool of staff poses new challenges. Your international employees are likely to speak a different language to you and each other. You can translate learning materials into their local language, but what about cultural nuances? What if humor fails to translate, a reference does not make sense, an idiom confuses, or a graphic reflects the society *you, not they*, live in?

That's where eLearning localization comes into the fold.