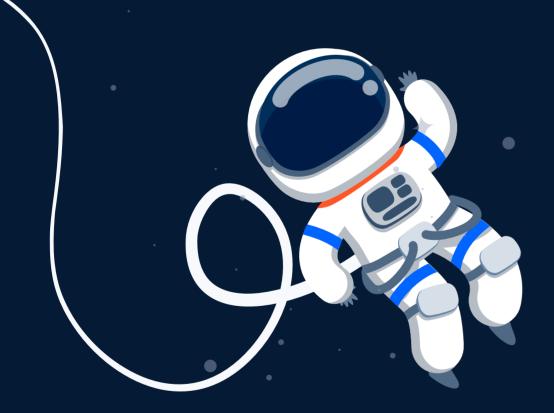# Effective Courses

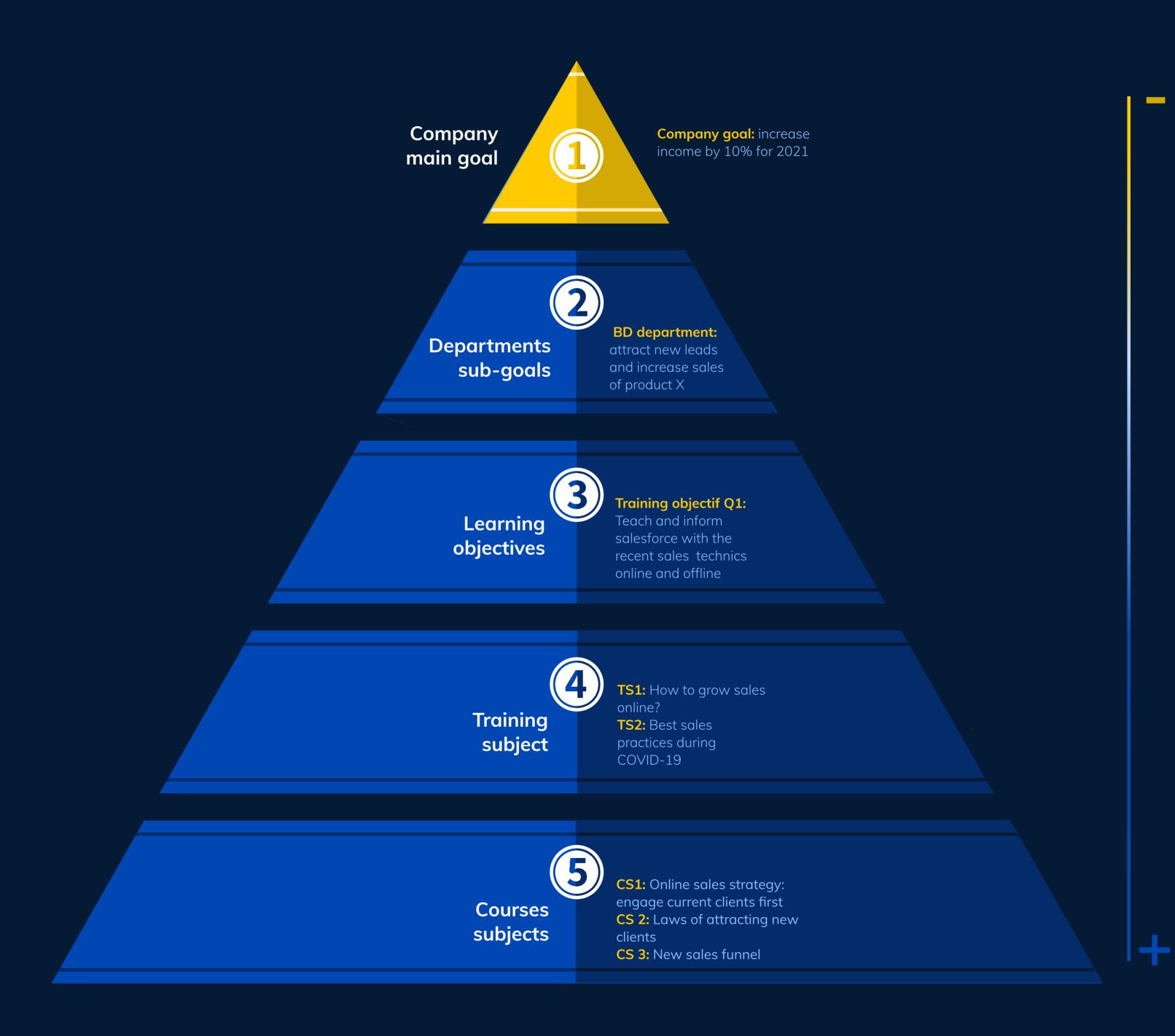# Guideline with

Smart Courses

Who needs this guideline?

This is a guideline for Confluence users to a kick-ass and effective learning experience using **Smart Courses** for Confluence-LMS.
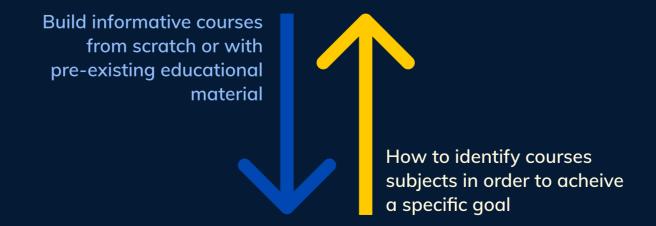
Use case: Sales training

▶ In this guidline we took a use case of **salesforce training** on how to define and identify the different parts of course creation process

Company main goal
① **Company goal:** increase income by 10% for 2021

Departments sub-goals
② **BD department:** attract new leads and increase sales of product X

Learning objectives
③ **Training objectif Q1:** Teach and inform salesforce with the recent sales technics online and offline

Training subject
④ **TS1:** How to grow sales online?
TS2: Best sales practices during COVID-19

Courses subjects
⑤ **CS1:** Online sales strategy: engage current clients first
CS 2: Laws of attracting new clients
CS 3: New sales funnel

Build informative courses from scratch or with pre-existing educational material

How to identify courses subjects in order to acheive a specific goal

Build a course

▶ As a Confluence user, you are able to install an in-app LMS for training and educational purporse.

▶ Here are few easy steps to follow to create your in-house training courses.

Title and Thumbnail
1
Choose an adequate thumbnail and title with a short abstract (About the course)

Outline your course
2
Predefine your course sections based on your learning objective

Content audit and creation
3
Check what content preexist and what needs to be created from scratch then start building your course using various learning capsules.

Permissions & Configurations
4
Select category, choose course mode, assign to specific users & much more

Publish and track metrics
5
Publish the course and keep an eye on users performance and progress