

The future of self-development and online learning

Last and current year has created a sea of new opportunities for self-development of managers, especially thanks to the revolutionary changes in the field of online learning. Massive open online courses (MOOCS), which have appeared previously, have become an extremely popular phenomenon and has significantly improved its quality. Thus millions of people there is a real, free and available almost anywhere the ability to take courses even very well-known intellectuals of the leading universities in the world. And learn what “wanted”, or something that is, in her own fashion. It makes edutainment (education “for myself,”, with elements entertainment) popular and mainstream phenomenon.

Large, already well-known and “promoted” platform for massive open learning like Coursera, edX, Udacity, on the one hand, popularitybut universities, and on the other – create the opportunity for learning already outside the traditional classroom walls. It is particularly interesting that there is now a possibility to receive certificates of completion of relevant courses (if you really work on it that basically requires appreciable effort and time), which are increasingly valued by employers, however, than traditional [write my essay](#) diplomas.

Today it is possible not only to obtain free qualified knowledge in some Sciences in the University online courses, but also more applied skills, business negotiations and strategies, to yoga and meditation. Example – Udemy platform (the name can be translated as: “you as the Academy”). The model of this project – to give the opportunity to everyone who considers himself an expert, to create online courses and teach others, for free or pay – at its own discretion. The filling of such platforms usually develops in accordance with what is in demand.

Thus, each of us can not only learn, but to become a teacher and to develop its own brand – just as the universities popularitybut yourself with the help of his best courses that are available online for free. Another example of this trend – recently announced Google Helpouts, which allows users to advise or to teach visitors via video, for a fee or for free.

The business model of massive open online courses are still in development, so it is too early to say what they will become in the future: a real challenge to traditional education, or Vice versa – will increase interest in other intellectual products of teachers or schools. But in any case they expand the horizons of our perception of education.

Managers can obtain great benefit to these online courses (often very practical in its content). For example, to train the personnel that will be useful for the entire organization. Successful completion of such courses may serve as an objective criterion for recruitment or growth within the company (since it indicates perseverance and the mind of man).

And, in the end, companies, especially those who create intellectual product, should seriously think over how to use the platform of online courses to promote their own product. It's a pretty effective way to increase brand awareness and loyalty for your brand.