

Blended Learning for Training Providers [2026]



Chapter 1 - Overview of Blended Learning

What is Blended Learning?





Blended learning means providing course content in a variety of delivery formats; including face-to-face, live online webinar, quizzes, video, podcasts and surveys. Rather than relying on a single delivery format, blended learning combines multiple learning experiences into one cohesive journey. This might include instructor-led classroom sessions, live online workshops, self-paced elearning, video, quizzes, discussions and follow-up activities.

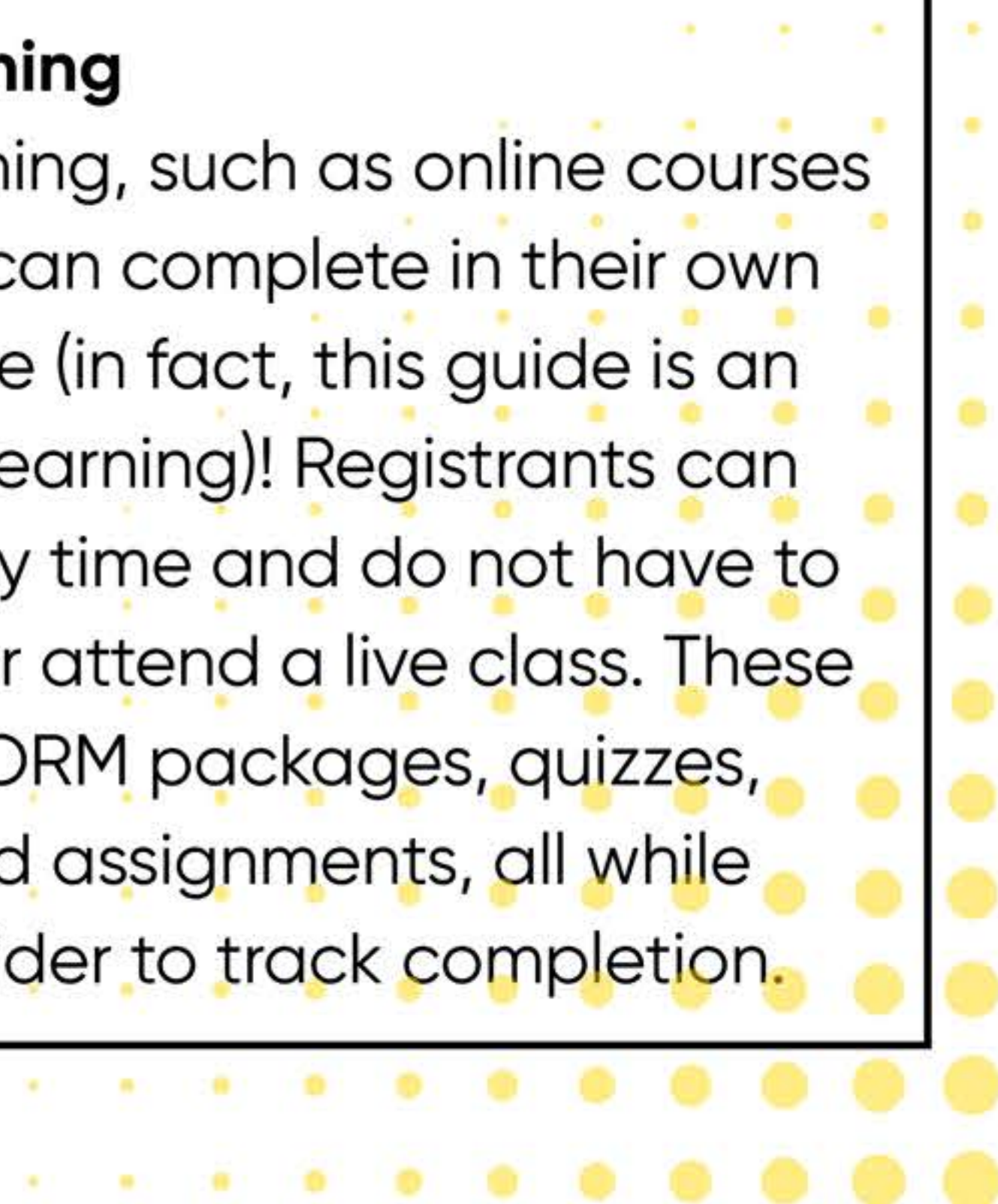
Not only does it provide a richer learning experience than any one format on its own, it's scalable and effective. And when it's designed well, blended learning offers the best of both worlds: the human connection and expertise of instructor-led training, combined with the flexibility and scalability of elearning.

Instructor-led sessions create the moments where learning truly sticks. They enable discussion, coaching, reflection and the sharing of real-world experience. Elearning then strengthens those moments by preparing learners

beforehand, reinforcing key concepts afterwards, and giving learners the freedom to revisit content whenever they need it.

Let's break down the four main delivery methods of blended learning....

	<p style="text-align: center;">Face-to-face</p> <p>A traditional face-to-face course is held in a classroom, or as a private or group tutorial. This delivery has the most limitations, as class numbers are dependent on venue size, geographical location and time and date availability.</p>
	<p style="text-align: center;">Live online webinar</p> <p>Similar to a traditional face-to-face course, but held in a virtual classroom. A presenter, or presenters, deliver a presentation in real-time to learners around the world who attend via video conference, from the comfort of their own office, home or wherever they may be.</p>
	<p style="text-align: center;">On-demand video</p> <p>Living in the times of YouTube and Netflix, most of us are familiar with on-demand (or pre-recorded) video. Arlo allows you to easily promote and sell pre-recorded webinars to people who visit your website – a great opportunity to drive profits and efficiencies in your training business, by reusing and recirculating existing content.</p>
	<p style="text-align: center;">elearning</p> <p>elearning is self-paced learning, such as online courses and modules that people can complete in their own time, online, from anywhere (in fact, this guide is an example of self-paced eLearning)! Registrants can undertake the course at any time and do not have to attend on a specific date, or attend a live class. These modules can include SCORM packages, quizzes, surveys, wikis, videos, and assignments, all while allowing the training provider to track completion.</p>



Blended learning models explained

Blended learning isn't a single approach. In practice, training providers use a variety of models to combine instructor-led training with digital learning.

The right model depends on the type of training you deliver, your learners' needs, and how you structure your courses.

Here are some of the most common blended learning models used in professional training.

1. The Flipped Classroom Model

In the flipped classroom model, learners complete foundational learning before the live session.

Digital learning materials – such as videos, reading materials, or elearning modules – introduce key concepts in advance. Instructor-led time is then used for discussion, coaching, exercises, and practical application.

Example

- Pre-course elearning module
- Instructor-led workshop
- Group activities and practical exercises
- Post-course reinforcement

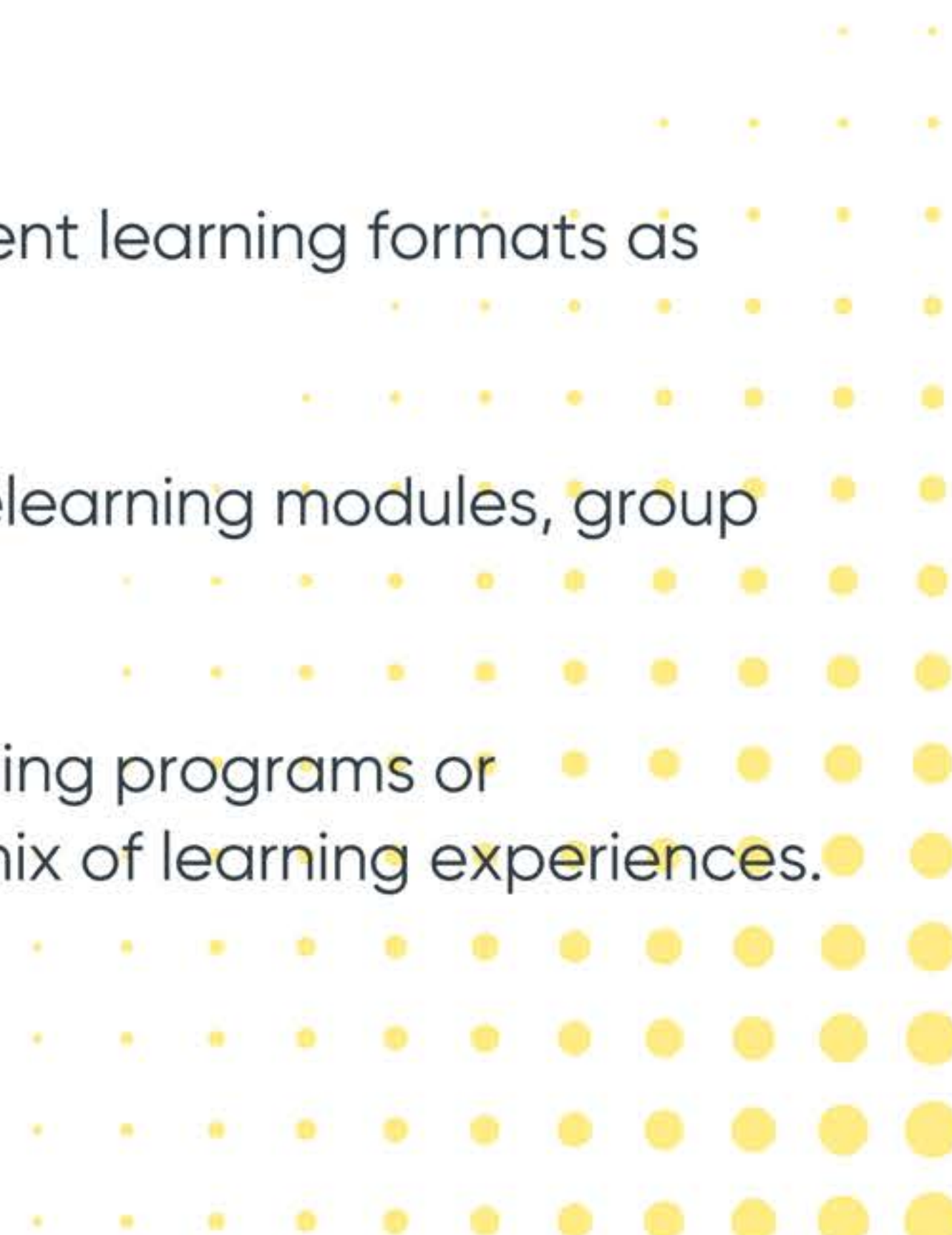
This model ensures learners arrive prepared and allows instructors to focus on deeper learning rather than basic knowledge transfer.

2. The Rotation Model

In the rotation model, learners move between different learning formats as part of a structured program.

These formats may include instructor-led sessions, elearning modules, group activities, and independent study.

This approach works particularly well for longer training programs or certification courses where learners benefit from a mix of learning experiences.



This model works well for:

- leadership development programs
- professional development pathways
- certification programs
- It allows training providers to deliver flexible learning while still maintaining the benefits of instructor-led support.

4. The Cohort-Based Model

Many training providers structure blended learning around cohorts – groups of learners progressing through the program together.

Learners complete digital learning between scheduled instructor-led sessions, creating a rhythm of learning, practice, and reinforcement.

This approach works especially well for:

- leadership programs
- management development
- longer professional training courses
- Cohort-based learning encourages accountability, discussion, and peer learning while maintaining flexibility.

Choosing the Right Blended Learning Model

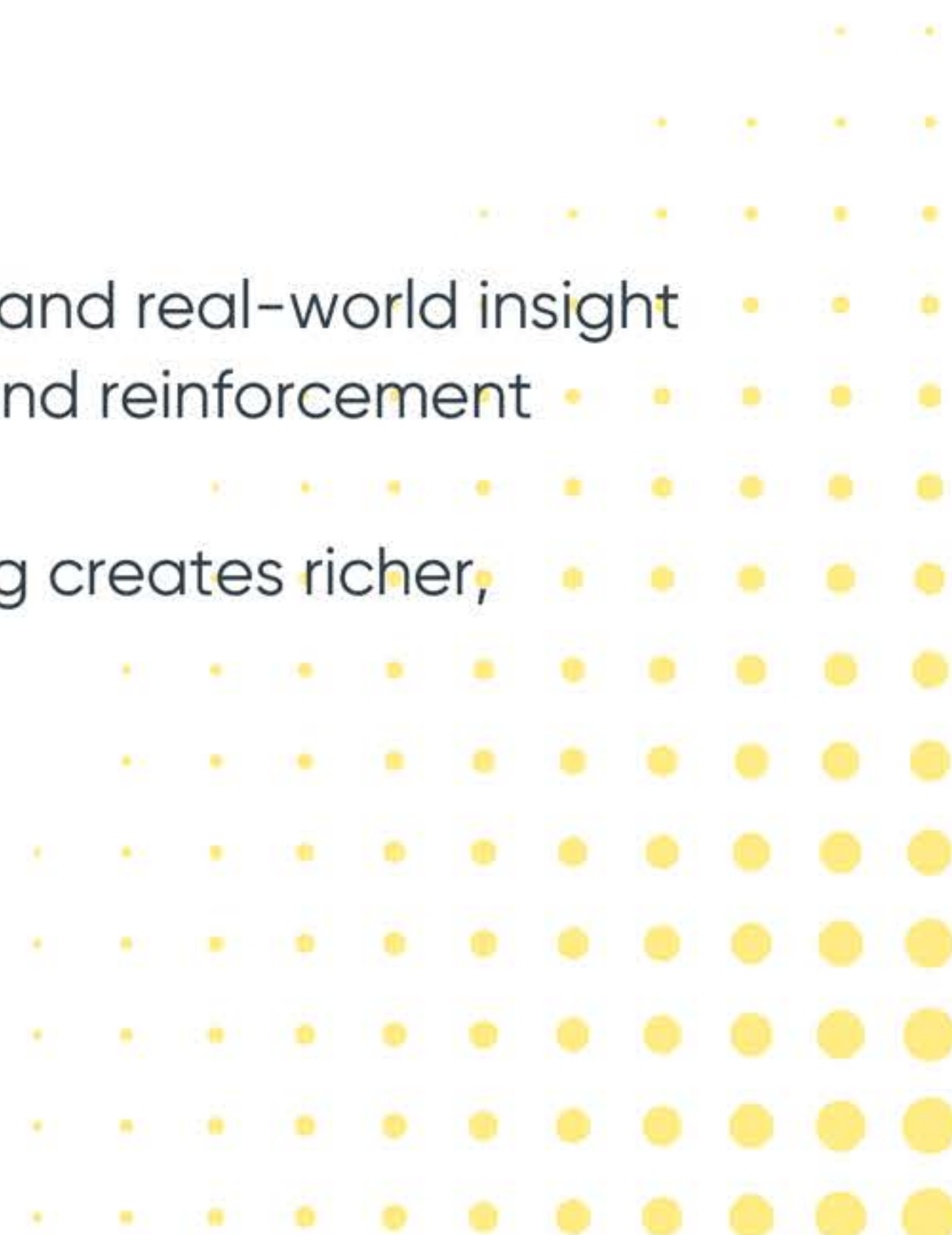
There is no single “best” blended learning model.

Successful training providers often combine elements from multiple models to create learning journeys that suit their audience.

The key is to use each format for what it does best:

- **Instructor-led training** for discussion, coaching, and real-world insight
- **elearning** for preparation, knowledge transfer, and reinforcement

When these formats work together, blended learning creates richer, more effective learning experiences.



Chapter 2 - Benefits of blended learning

Why move to blended learning?

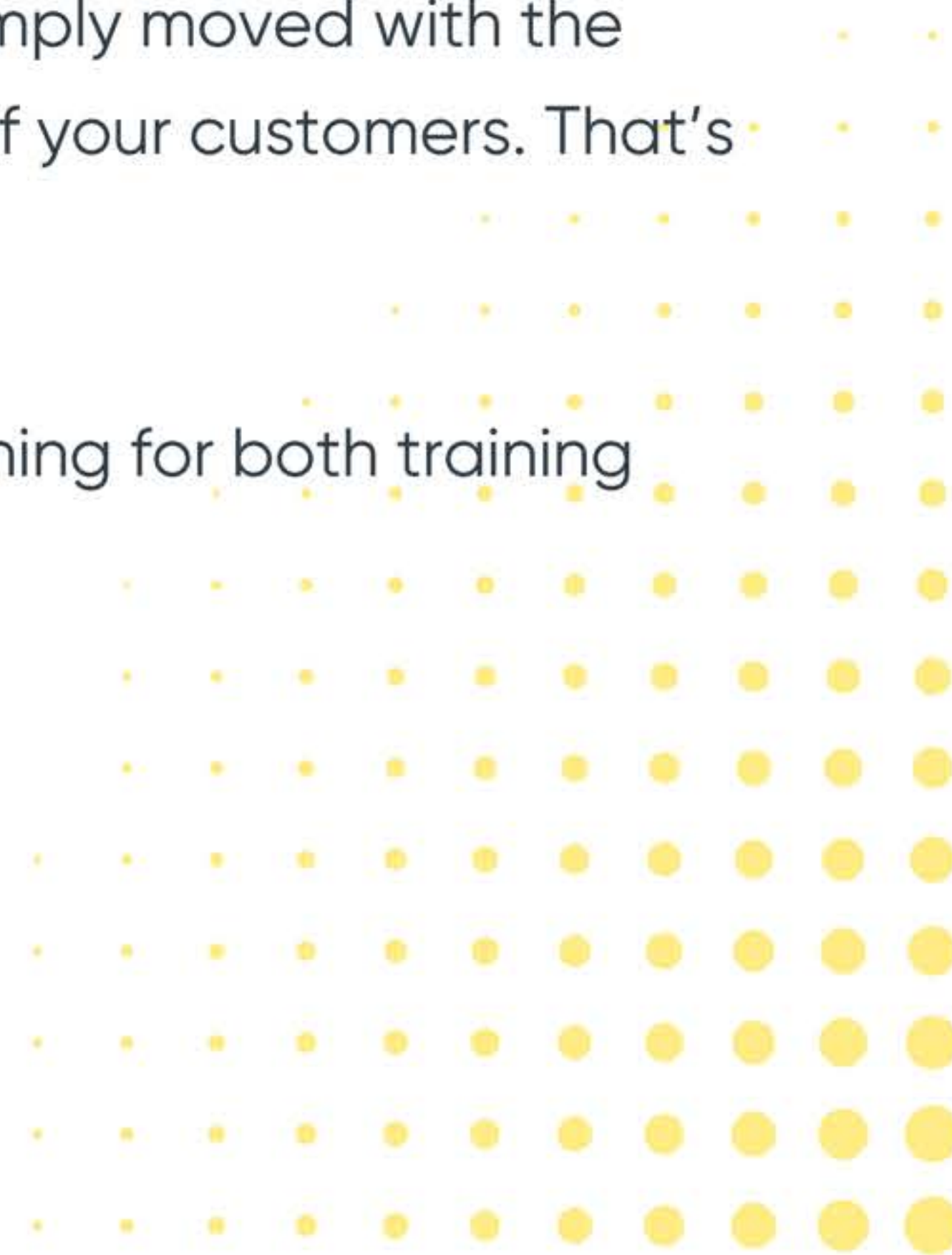
The world of training has shifted dramatically over the last five years. While COVID-19 may have been the catalyst, the momentum didn't stop in 2021. The rise of blended learning has been driven by hybrid working environments, technology maturity, and learner expectations for flexible, modern and accessible learning.

Learners no longer see training as something that must happen in a single room, at a fixed time, or through a one-size-fits-all format. We live in a world where information is at our fingertips, and it's no surprise that expectations for training mirror that reality.

The result? Blended learning has become the default training option, not the exception.

Whatever stage you're at – whether you made the shift years ago, accelerated your existing blended strategy, or are only now laying the groundwork – you're not late; you're aligned. You simply moved with the market and continued to meet the evolving needs of your customers. That's what businesses do to stay relevant.

Here's a quick recap of the benefits of blended learning for both training businesses and learners:



Business benefits

Scalable. For webinar and eLearning blended courses, you can take your courses worldwide with no geographic constraints, and increase your registration numbers.

Cost effective. Reduced or removed costs for travel and accommodation for presenters, and reduced or removed venue and catering costs for attendees.

Increase profits. Charge more for a more comprehensive/longer course, and/or save on associated travel, venue and presenter costs.

Save time. eLearning tools can automatically mark student assessments. Reduced travel and classroom time for presenters.

Learner benefits

Accessible. Blended learning courses that offer a webinar option or reduced face-to-face component means attendees have reduced or removed travel and accommodation costs, and it's less time away from their day-to-day.

Personalized Learning. Access to content that best suits individual learning styles – be it podcast, video, SCORM modules or quizzes.

Flexibility. Students can learn at time, place and pace that best suits them.

Knowledge Retention. Ability to revisit content and re-do assessments online. Access to resource libraries and forums post-course.

The bottom line for training businesses: increased profits.

Charge more for a more comprehensive course offering. For example, a 2-day face-to-face course might net you \$900. Add follow-up elearning modules, with videos and quizzies, an online assessment and a library of resources and you could charge \$1,350.



Chapter 3 - Challenges of blended learning

Blended learning delivers powerful results when designed well. But combining multiple delivery formats also introduces new challenges for training providers. Understanding these challenges, and how to manage them, is key to building successful blended learning programs.

1. Managing multiple delivery formats

Blended learning typically combines instructor-led sessions, self-paced elearning, assessments, and follow-up activities. Managing these different formats can quickly become complex, particularly when they are delivered through separate systems.

Training providers often find themselves juggling:

- webinar platforms
- learning management systems
- scheduling tools
- spreadsheets for tracking learners
- manual communications

This fragmented approach increases administration and makes it harder to deliver a seamless learner experience.

How to overcome it:

The most successful training providers manage blended learning through a single platform that brings together scheduling, elearning delivery, learner communications, and reporting. This reduces operational complexity and creates a smoother experience for both learners and administrators. We'll explore more of this in chapter 6 when we look at software that can help you deliver effective blended learning, without adding more administration.



2. Maintaining learner engagement online

Instructor-led training naturally encourages participation through discussion, group activities, and real-time feedback. Online learning, however, can sometimes feel more passive.

If elearning components are poorly designed, learners may disengage or skip them entirely.

How to overcome it:

The key is to use each format for what it does best. Digital learning works well for preparation, knowledge transfer, and reinforcement, while instructor-led sessions provide the opportunity for discussion, coaching, and practical application.

When blended learning is designed around a clear learning journey, such as preparing learners before sessions and reinforcing key concepts afterwards, engagement tends to increase significantly. We'll cover more on this shortly when we explore cLearn CEO Jeff Makey's tips for designing an effective blended learning course.

3. Creating elearning content

Another common concern is the time and expertise required to produce elearning content. Many training providers are subject-matter experts rather than instructional designers, and building interactive modules from scratch can feel daunting.

How to overcome it:

Modern tools are making digital content creation much easier. Existing course materials – such as slide decks, documents, or recorded sessions – can often be repurposed into microlearning modules, quizzes, or supporting resources.

New AI-powered tools can also help structure learning content, generate assessments, and accelerate course creation, allowing training providers to build blended programs much more quickly. We'll explore more of this in Chapter 6 when we look at AI-powered elearning course creation tools.



Chapter 4 - Is blended learning the future of ILT?

Blended learning is rapidly becoming the standard delivery model for modern training providers.

Learners expect flexible learning experiences that combine online learning with the interaction of live training. Instructor-led training remains critical for deeper learning, discussion, and practical application.

By combining these approaches, blended learning allows providers to deliver more engaging, accessible, and scalable training programs.

Several forces are accelerating the shift toward blended learning.

Changing learner expectations

- Modern learners expect training that fits around their schedules and working environments.
- They want the ability to access learning materials on demand, revisit content when needed, and engage with learning experiences in ways that suit different learning styles. And complete modules at their own pace.
- Blended learning provides this flexibility while maintaining the interaction and structure of instructor-led training.

The need for scalable training delivery

For many training providers, scaling instructor-led training alone can be challenging.

Every course requires instructors, venues, logistics, and coordination. As demand grows, administration often grows with it.

Blended learning allows providers to extend programs beyond the classroom, reaching more learners without dramatically increasing instructor time.



Technology has matured

In the past, delivering blended learning often meant stitching together multiple tools and systems.

Training providers might need separate platforms for:

- course scheduling
- registrations and payments
- elearning delivery
- learner communications
- certificates and reporting

Managing these disconnected systems created complexity and additional administration.

Modern training platforms now bring these capabilities together into a single workflow, allowing providers to manage instructor-led training and digital learning in one place.

This unified approach removes much of the operational friction that previously held back blended learning adoption.

AI is transforming how learning content is created

Another major shift shaping the future of training is the rise of generative AI.

AI is dramatically reducing the time required to structure, format, and enhance learning content. Subject-matter experts can now transform existing materials, such as documents, presentations, or manuals, into structured learning modules much faster than before.

Used thoughtfully, AI helps training providers expand their programs without compromising quality.

elearning becomes a way to support and extend instructor-led training, not replace it.

The most successful training providers are not choosing between instructor-led training and elearning. They are delivering effective, modern blended learning.



Chapter 5 - Blended learning examples from real training providers



GEM Compliance Training
First Class First Aid & Safety Training
Celebrating 10 Years of Excellence

Example 1: How GEM Compliance Training Went From Spreadsheets & Cademy to Streamlined Blended Learning with Arlo

GEM Compliance Training, a UK-based Health & Safety and First Aid provider, has one mission: removing barriers to saving lives. As their learner base grew, GEM needed a system that could scale their operations and deliver the flexible learning experience today's learners expect.

After outgrowing spreadsheets and later Cademy, GEM made the switch to Arlo for its robust CRM, strong security (including PCI-DSS and SOC2), and unified course management. But the standout benefit? Arlo's ability to power their blended learning model.

"With Arlo, it's almost like we've added another administrator to the team," says Managing Director Gavin Milligan. "It's streamlined our processes, given us peace of mind, and freed us up to focus on growth."



GEM now delivers its blended First Aid programs entirely through Arlo. Combining pre-recorded video modules, multiple-choice assessments, and live sessions in a single seamless learner journey. This approach gives learners flexibility, reinforces key skills, and showcases GEM's unique methodology online.

"Having a platform that promotes both online and face-to-face training equally has been a game changer."

The shift has opened new opportunities for GEM to expand its offerings, reach new audiences, and scale without adding headcount. And with operations centralized in one system, the team has more time to focus on what matters most: equipping more people with life-saving skills. Or as Gavin puts it: "Don't juggle spreadsheets and multiple platforms. There are very few companies that offer a one-stop solution like Arlo does."



"Having a platform that promotes both online and face-to-face training equally has been a game changer."

Gavin, Managing Director, GEM

[Read Case Study](#) →



Example 2: cLearn CEO Jeff Makey's playbook for effective blended learning

In this inspiring and practical session, Jeff Makey, CEO of cLearn, pulls back the curtain on his own process for creating impactful blended learning courses.

He shares the simple steps and smart design tips that have helped him create innovative elearning modules that blend seamlessly into cLearn's professional training and certification programs. This isn't just theory – it's a behind-the-scenes look at Jeff's process of designing blended learning that works in the real world.

In this video, Jeff shows you how to:

- Create professional elearning in minutes using your existing content
- Engage learners with interactive, blended experiences that actually stick
- Reinforce key concepts through smart design and delivery
- Design innovative blended learning courses that set you apart from competitors



Jeff's top tips for designing blended learning

For Jeff, the shift to blended learning wasn't about adopting new technology for its own sake, it was about designing around the learner.

"Everything we build at cLearn starts with one question," Jeff said. "What will make the learning experience easier, more accessible, and more meaningful for our participants?"

Here are Jeff's top tips for designing blended learning:

- Start with learning outcomes in mind
- Be intentional about how you maximize in-person training vs elearning
- Use Arlo to dramatically speed up elearning creation
- Always copy check content, and make it fun and engaging
- Tailor the experience: right content, right time, easy to access
- With the right tools and mindset, any training provider can modernize their programs and deliver blended experiences that truly make an impact.

"Start small," Jeff advised. "Take one existing course and reimagine part of it online. You'll be surprised how quickly it all comes together."



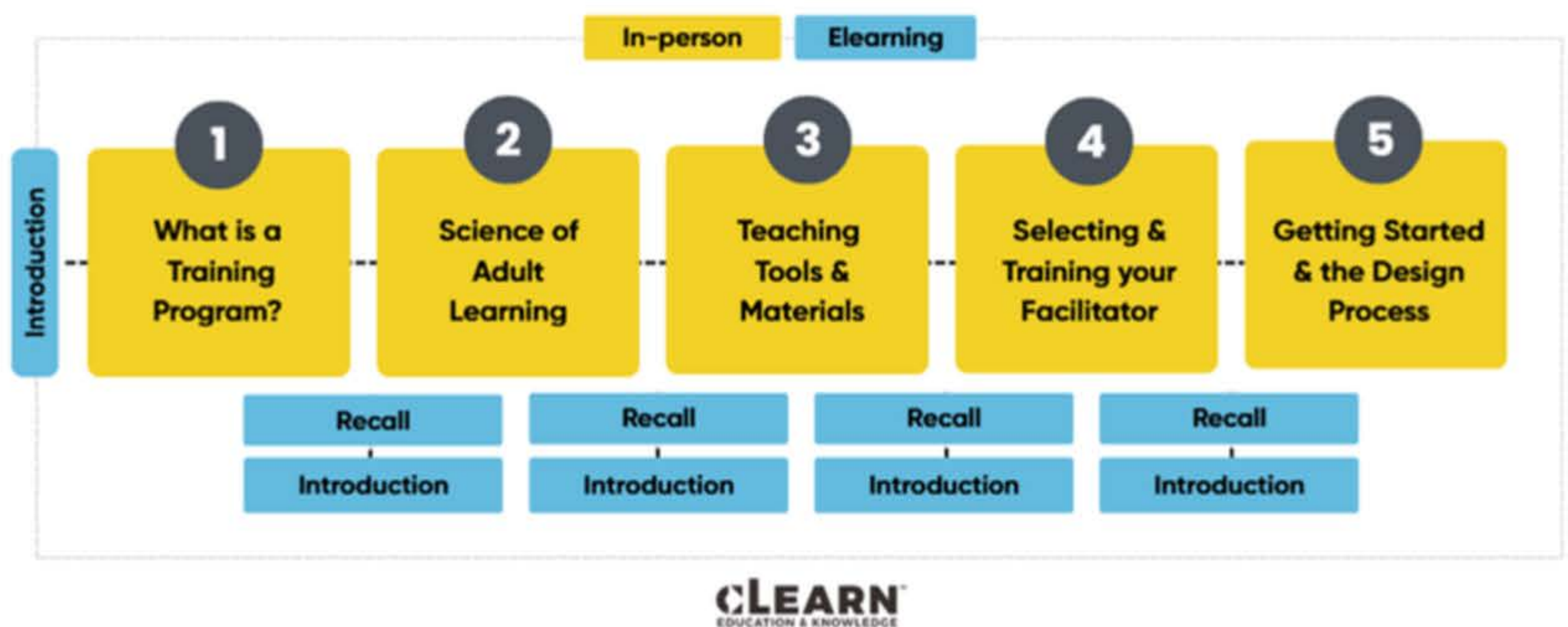
cLEARN™
EDUCATION & KNOWLEDGE



cLearn's Instructional Design Certification course

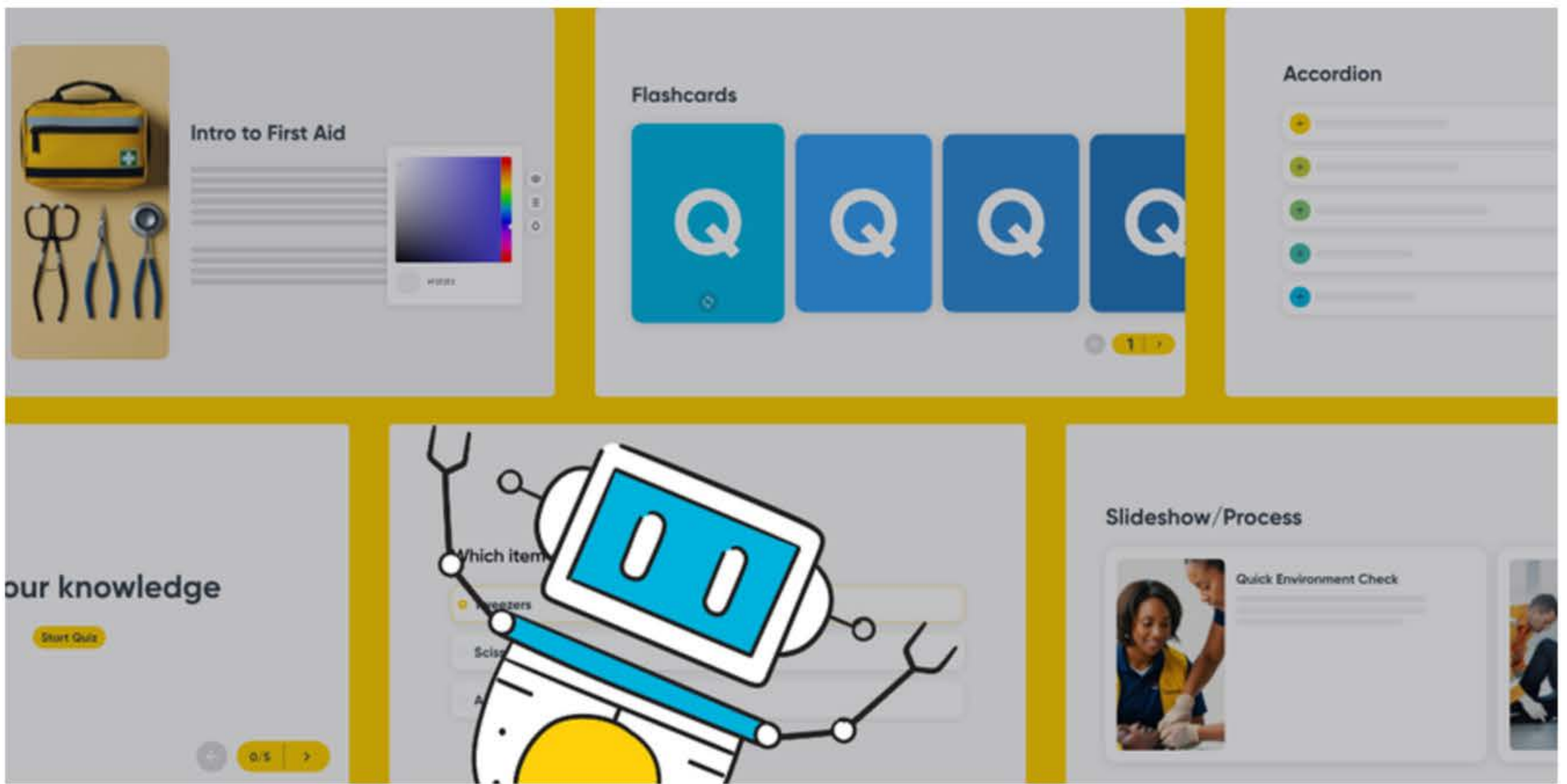
Example of Blended Learning in Practice: cLearn's Instructional Design Certification course

- elearning pre-course introduction
- In-person: What is a training program
- Recall: elearning modules including quizzes, videos, and knowledge assessments.
- Following by elearning module introduction for the next in-person session.
- Repeat for each in-person training session.



Chapter 6 - Software for blended learning





To deliver high-quality blended learning at scale, you need software that supports every delivery model your organization offers without adding more admin, more tools, or more complexity. The right platform should streamline operations, enhance the learner experience, and give you the flexibility to grow.

With Arlo, you can manage all your training - ILT, VILT, elearning, and blended learning - in one powerful system.

Let's look at the different components of blended learning, and the functionality you need for each of them.

Manage Instructor-Led Training (ILT)

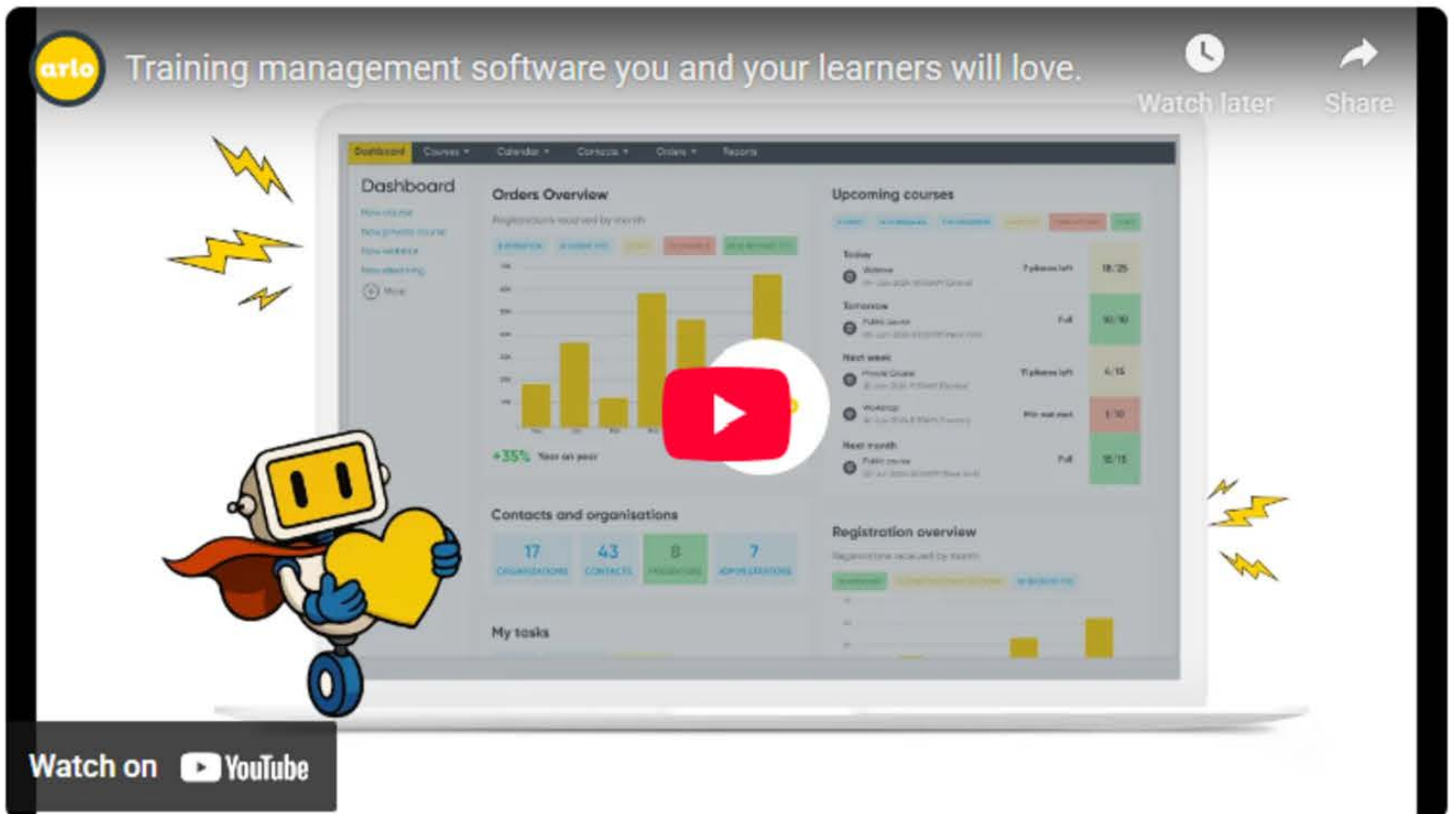
Arlo replaces manual spreadsheets and disconnected systems so your team stays focused on delivering great instructor-led training not wrangling admin.

- Schedule courses, manage venues, instructors, and resources
- Publish and sell courses on your website with course catalogs, filtering, and seamless registration and checkout



- Take payments online, offer discounts, vouchers, group bookings, and integrate with secure payment systems such as Stripe
- Automate certificates, join links, reminders, and follow-up communications
- Track attendance, certifications, and learner progress.

Arlo replaces manual spreadsheets and disconnected systems so your team stays focused on delivering great training not wrangling admin.



Deliver Virtual Instructor-Led Training

Arlo's deep integration with Zoom makes it simple for you to deliver live online training at scale.

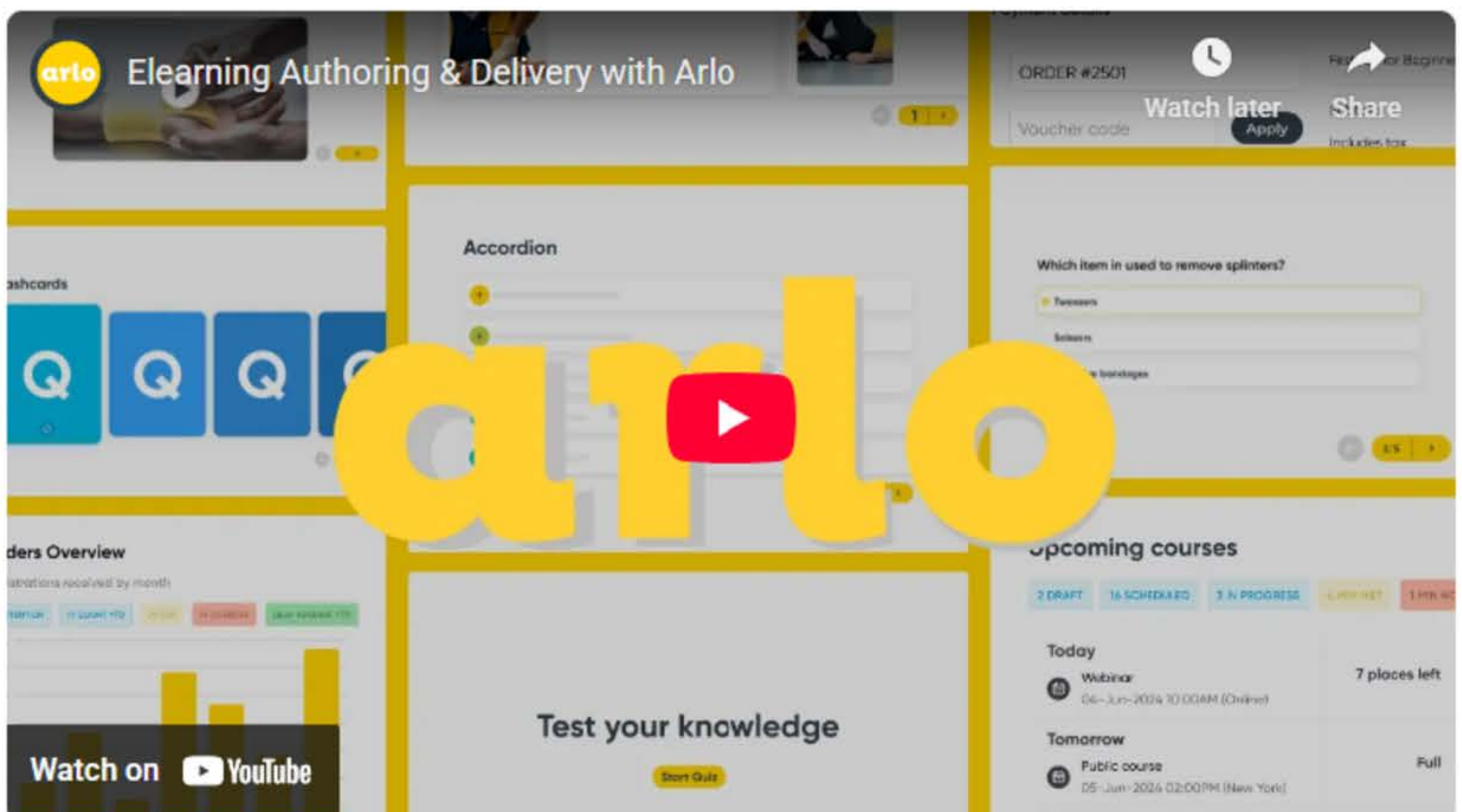
- Automatically create Zoom webinars when a course is scheduled
- Sync attendance and engagement data straight into Arlo
- Provide seamless join links and automated communications
- Utilize Zoom's breakout sessions, virtual resources, and online participation.



Create and Deliver Engaging elearning

Arlo's built-in elearning creation and delivery tools, gives you a powerful alternative to juggling external LMSs or costly authoring software. Learners get a clean, modern, fully branded elearning experience, and your team gets simple authoring without switching systems.

- Build elearning courses directly inside the platform
- Use AI-powered workflows that build content, transform existing training material and connect to your cloud storage. Add media, and design layouts automatically.
- Create pre-reading, microlearning, assignments, quizzes, videos, upload SCORM and more
- Offer standalone online modules or add them to multi-session courses for ultimate flexibility
- Provide a branded self-service portal for learners to access courses, monitor progress, and manage their profile
- Monitor progress and track learner completion
- Issue certificates automatically.



Seamless blended learning

Blended learning is most effective when the experience feels unified – not pieced together across multiple platforms. Arlo brings ILT, VILT, and elearning into one seamless blended learning journey.

- Combine instructor-led sessions and on-demand modules as multi-session courses
- Automate prerequisite completions and release learning content
- Allow learners to move through content in the right order, at the right time
- Track all progress and engagement centrally
- Showcase blended courses beautifully on your website.

One platform. For everything.

The days of juggling an LMS, webinar tools, website plug-ins, multiple integrations, external CRMs, and endless spreadsheets are over. Arlo unifies your entire training operation into one purpose-built platform designed for modern training businesses. So you can deliver a seamless blended learning experience that combines ILT, VILT and elearning.

With Arlo, you're not just reducing admin. You're transforming how your organization operates:

- A seamless learner experience across every touchpoint
- Smart automation that removes manual effort and human error
- Built-in elearning tools for fast, flexible content creation
- Blended learning delivery without complex plug-ins, integrations and custom development.

Arlo is the only training management solution that helps you deliver modern blended learning at scale, from one single, powerful platform.



Chapter 7 - Creating a compelling business case for blended learning



Finally, you have all of the knowledge, tools and resources to deliver effective blended learning in your training organization. But to get buy-in from stakeholders and drive organizational change you need to create a compelling business case for blended learning; identify business challenges, identify business ROI, and determine the technology and support required to transition.

Identify business challenges

- **No stakeholder buy-in.** Involve key stakeholders early on in the process, and educate them on the benefits of blended learning for the business.
- **No desire to change.** Prove the ROI, show examples, provide market and competitor analysis. Take a fragmented approach – start with a pilot, so you're not changing the business model too drastically. Have a plan to revert if it doesn't work, and share it with stakeholders up front.



- **Lack of skills or resources.** Don't be afraid to use freelancers or agencies who specialize in the skills that are missing in-house. For example, a graphic designer or a copywriter. There's an upfront cost here, but it's not an ongoing cost and it will ultimately save you time. There are plenty of online resources to help training providers make the transition (like this!), and a lot of TMS and LMS tools do most of the work for you. Check out our software section for more info on this.
- **Not sure where to start.** Start small – take one existing course and brainstorm it internally to see how it could be adapted to for eLearning. Take one piece of content, such as a study guide, and transform it to an eLearning module (written content could become a podcast or an on-demand video followed by a knowledge-testing quiz). Pilot it, collect feedback both internally and from your customers, and re-calibrate.

Identify business ROI

- **Cost vs Benefit.** Increasing business profitability is the most important objective for your company and it's how you'll get your stakeholders across the line. Collect detailed financial information about your company's costs to run a training program and set some hard, but realistic, targets up front to increase existing ROI. If you don't already have a way of measuring cost vs benefit that you can extend to blended learning we recommend using the standard formula of: $ROI \text{ (percentage)} = ((\text{Monetary benefits} - \text{Training costs}) / \text{Training Costs}) \times 100$.
- **Decreased cost and time.** The assumption is that the introduction of blended learning will, over time, decrease the cost and time spent delivering a course. This is because traditional classroom-based training is both cost-heavy (venue, travel, food, instructor accommodation) , and time-heavy (time spent by an instructor to deliver a classroom course, including travel and set-up). A key thing to note here is that it will decrease over time – initially there will be some costs for new software and resource to transition courses to an eLearning model, and this needs to be factored in.



- **Scale trajectory.** Scalability is one of the biggest benefits of eLearning – removing the restrictions of class sizes, and introducing the possibility for global expansion. There needs to be some work done upfront to determine the trajectory of enrollments that you will measure success against. Look at your existing class enrollment numbers per location, and calculate how much that is expected to grow with expansion into new markets.
- **Measure training effectiveness.** The Kirkpatrick Model has been used by training providers since 1959 to evaluate the success of training programs, based on learner outcomes. Here are the 4 levels of the Kirkpatrick model, and how to apply them.
 - **Reaction.** This is focused on measuring engagement, to understand how well your training was received and what can be improved in future. Conduct a simple post-course survey to understand how engaged your learners were.
 - **Learning.** Measure what your learners have and haven't learned, and how they'll apply their learnings in future. With blended learning you can easily set pre-course surveys to determine learning objectives and knowledge, and then post-course quizzes and surveys to determine what they have learned.
 - **Behavior.** This measure helps you to understand if people are applying their training after completing a course. Follow-up self-assessment surveys could be sent to attendees weeks or months after course completion, to evaluate if and how they are implementing what they have learned.
 - **Results.** This looks at the impact the training has had on the learner's company, if it is a corporate training program. Some positive outcomes include increased productivity, higher employee morale, and increased sales. Workplace observations, interviews or surveys can be used for evaluating these objectives.

Determine your requirements

- **Staff training.** Train existing staff on technical aspects, such as webinar delivery, online assessments and chat forums. CIPD offers training delivery courses, including a short course on How to Create and Run Successful Webinars.



- **Creating content.** Whether you're transitioning existing content to a new format or creating new eLearning content, consider whether you'll up skill existing in-house staff to create and manage eLearning content, or whether you'll need a graphic design agency or freelance copywriter to fill skills gaps.
- **Technical equipment.** What technical equipment is needed – do you need to invest in good quality laptops, headsets/microphones for instructors? Do they need additional lighting? Is broadband speed sufficient for webinar delivery?
- **Software.** What new software is needed? Such as a powerful all-in-one training management system like Arlo to manage registrations, communications, reporting, blended learning delivery, as well as help you create, deliver and sell blended and elearning. And more.

Final thoughts

The future of training is blended.

The most impactful learning experiences still happen when people learn from people – through discussion, coaching, feedback, and real-world insight. Instructor-led sessions remain the centrepiece of professional training because they create the moments where learning truly sticks.

What's changing is how those experiences are delivered and extended. Blended learning allows training providers to combine the depth and engagement of instructor-led training with the flexibility of elearning. This approach gives learners the ability to prepare before a session, apply their knowledge during live training, and reinforce what they've learned afterwards. Research consistently shows that combining online learning with face-to-face instruction can lead to stronger engagement and learning outcomes than relying on either method alone.



For training providers, blended learning creates new opportunities to scale. Digital learning components can extend programs beyond the classroom, reach wider audiences, and build a more profitable business model. Training providers who deliver exceptional blended learning experiences now will build future-proof training businesses that can grow and scale in the years ahead.

See Arlo for yourself

Schedule a personalized demo with our expert team and see how Arlo can automate all your training admin, so you can spend more time delivering great learning experiences.

[Book a Demo](#)

