

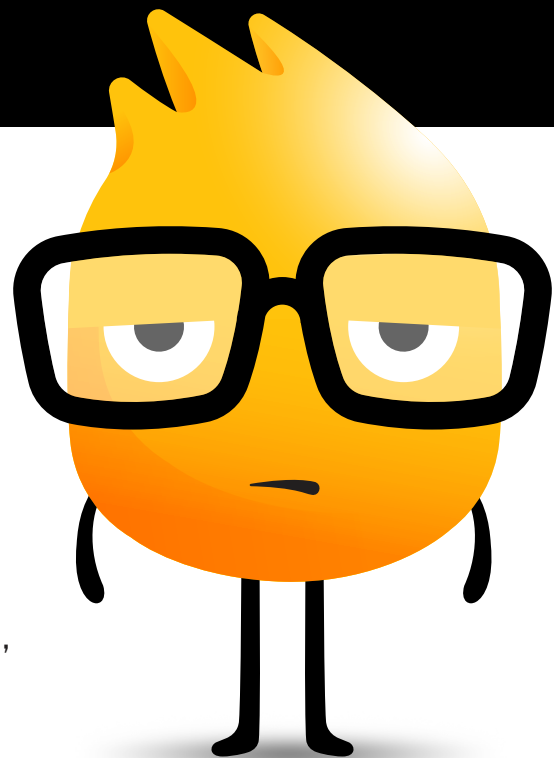
Save your employees from boring learning

Improving learner engagement to drive employee performance, retention, & experience

Boring learning = Low learner engagement

So, what is engagement & why should it matter?

You know that training is critical to improving employee performance, retention, and experience. But, to keep today's multi-tasking, multi-screen learners focused on training and reaping its rewards, it needs to have highly engaging qualities. Here's a checklist of must-haves for engagement:



✓ **Offers a mental challenge**
If it's too easy, you'll lose their attention and undermine the strategic value of training.

✓ **Puts them in the drivers' seat**
If it doesn't allow some control over their learning path, you'll foster disinterest.

✓ **Conveys freshness or novelty**
If it's repurposed or old, they won't see new value or usefulness in it.

✓ **Is aesthetically appealing**
If it's not visually pleasing, they'll think it's outmoded, substandard, and not worth their time.

✓ **Stimulates awareness**
If it isn't designed to require concentration and focus, it's unlikely to be retained and applied.

✓ **Leverages interactivity**
If it's flat, they're not incentivized to connect with the material.

✓ **Allows for learner feedback**
If it's a one-way communication, they can't share insights or suggest improvements.

✓ **Activates and motivates**
If it doesn't drive change, then what's the point of the training?

✓ **Inspires interest**
If it's not personalized to their needs and goals, they don't have a reason to commit.

The state of the corporate training market

Even with companies across the globe spending hundreds of billions on training, many still aren't meeting the needs of modern learners who expect mobility and personalization.

..... **\$366.2**

Billion in global spend and growing

..... **76%**

Of corporations do not provide mobile learning

..... **4%**

Of employees feel they have a personalized learning plan

The top ten tips to end boring learning:



Make it fun (as possible).

Ok, not all course material lends itself to a lighthearted tone, but you can at least make it video-based and engaging (using the checklist above).



Make it mobile.

Put training in the palms of their hands so that they can learn when and where it works for them, and it isn't perceived as a burden.



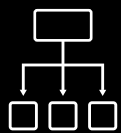
Think short and sweet.

Give learners micro-courses that can be consumed quickly, reviewed easily, and that cause minimal disruption.



Answer "what's in it for me?"

Provide context to learners about why they've been assigned training and explain its value.



Work it into the workflow.

Integrate training into the systems people already use, such as CRM, to create a seamless learning experience.



Gamify the experience.

Add gamification to your LMS to spur healthy competition and increase excitement around attaining goals.



Personalize for progress.

Prescribe training that will fill specific skills gaps, appeal to interests, or chart toward job or career goals.



Boost their retention.

Push quizzes or knowledge snippets days after training is complete to reinforce their learning.



Recognize and reward.

Inspire greater participation by giving people praise and recognition for achievements.



Put yourself in their shoes.

Ask yourself if you'd like to take the training. If the answer is no, please revisit the Engagement Checklist above!