

Learn Like You Live: How We Train

Creating a people-centric learning program that drives continuous engagement shouldn't begin in the midst of an employee's journey with your organization. To optimize learning potential across your workforce, learning and onboarding should be planned in synchronicity with each other. **From compliance training to career development, the first days and weeks of a person's employment should be a preview of things to come.**

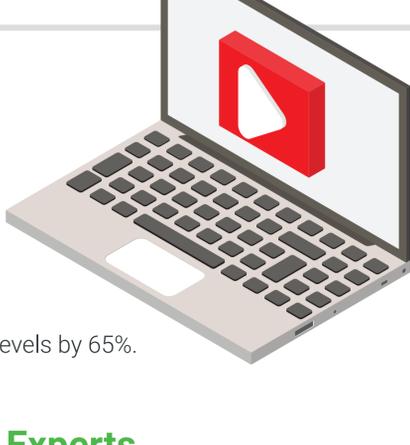
Here's a checklist of 11 key factors to consider when creating a balanced learning program that can drive continuous engagement.

Does your content shape up?

1. Utilize Video Content

Employees are **75%** more likely to watch a video than to read.

Video training lessons increase an employee's retention levels by 65%.



2. Leverage Subject Matter Experts



By leveraging your subject matter experts to offer bona fide 'social proof' for new employees, learning professionals can create **a valuable learning experience that encourages engagement.**

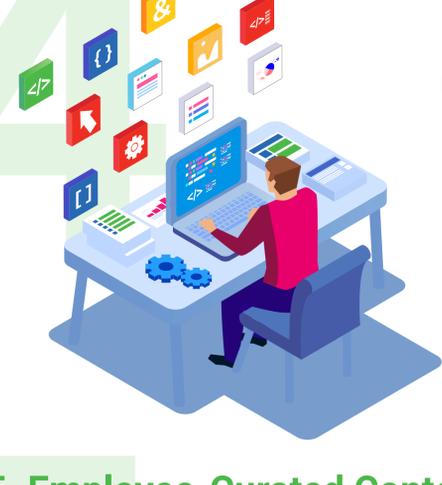
3. Make Content Accessible

Ensuring content is designed to be lightweight from the beginning is essential,

rather than trying to cut full bandwidth versions which can affect the quality and discourage users.



4. Sharing is Caring



People enjoy sharing content outside of the workplace because it fosters a connection and helps build community.

Content which evokes certain emotions is more likely to be shared.

5. Employee-Curated Content

Having leaders and other employees introduce themselves via video will give learners a better grasp on the hierarchy and how to best navigate the organization. These custom creations can also

help set expectations for what success looks like



6. Include Microlearning



58% of full-time employees say they would be more likely to use their company's LMS if

shorter lessons were incorporated.

7. Recommend Relevant Learning Content

In an effort to make instant connections, **relevant learning materials**

should ideally be **no more than two clicks away.**



8. Enable Ratings and Reviews



If users enjoy specific learning content or find it valuable,

encourage them to rate and review it.

9. Don't Use These Terms!

Avoid terms like 'course' and 'module'

which sound like formal learning materials and can lessen engagement.

Elearning should emulate how we interact with content in our everyday lives.



10. Searching...



Providing a clear way to search and filter your content

saves time for your learners

and

makes them more likely to take the initiative.

11. Be Interactive

Evoking emotion can increase engagement and

encourage users to share

interactive content with other learners.

