

30 tips: Creating engaging learning

Being able to successfully create and share digital knowledge is an absolute must to educate, engage and inspire both new recruits and long-time employees. But it's not about replacing all the great stuff of the past, but about taking what you already know to a whole new dimension. In this guide are our 30 tips for learning professionals looking to do just that. Are you ready to be inspired?

Learning has long been undergoing fast digital transformation. As new technologies arise, we become more globally connected and the way we work together changes. When corona broke out in the beginning of 2020, many companies had already started their digital learning transformation. For some companies, such as start-ups, e-learning was in the DNA from the onset. For others, digital meant completely unknown territory. Most were probably somewhere in between.

Corona forced all types of companies to digitize their learning - fast! Zoom, Teams and Google Meet became great tools to communicate and learn from a distance. During this time, we have learned a lot about learning. And one of the most important learnings is that the workplace as we know it is forever changed. People have discovered the beauty and efficiency of working from anywhere and how it can complement their current organizational structure. In other words, remote work is here to stay, even after Corona is long gone. If you ask us, this is great news!

But of course, we must now - in this setting, create the best possible environment for learning when we cannot all be in the same physical space or even live online at the same time.

Below are 30 tips selected from 80 learning experts who were all asked the same question: "What are your best tips for successful learning?"

Organizations need to adapt, and there is no better time to leverage human capital than now.

Plan and prepare

1 First impressions last

Think of how the learner will first experience the course. Craft a good headline. Write a clear description. Have a visually appealing design of the course info page, etc.

2 Customise the courses for different learners

Do not use the same general course for different groups of learners with differing needs. Even if you simply clone a course and do minor changes, it will be a more personalised and engaging experience.

3 Communication

Make a strategy for how the course invitation should go out within the organization: Who, how, when, where, why – all to ensure spot-on communication with the learners.

4 Be clear with your purpose of creating a course

Three good questions to ask:

- a) Who is the target group?
- b) What do we want to achieve with creating this course?
- c) What do we want to equip our learners with?

5 Communicate a clear “why”

Clearly convey the “why” to the learners to boost engagement. Ensure that the learners understand why they should take the course and what the takeaways will be.

6 Identify the goal of creating the course

What do you want to achieve in terms of business results and how will you measure success?



7 Gather insights from previous courses

Seek input from colleagues who have completed similar courses within your organization. Learn from their best practices and avoid pitfalls based on their experiences.

8 Involve the learners early in the course design

Engage learners early in the course design by creating a “beta group” to provide feedback. This ensures the training is relevant and fosters a sense of ownership and commitment.

9 Allow employees time to do the training during work hours.

This approach not only emphasizes the importance of the training but also shows that the organization values their development and might help in reducing stress and improving focus.

10 Get the team managers involved in the courses

Especially important when HR/L&D has created the course. Perhaps talk about the course on team meetings, etc. Follow up so that the courses are being done and to ensure learning – not just doing.

11 Mix people from all departments and countries within your organization

Maybe Marketing and Product normally don't work closely? With e-learning, you can provide that platform for greater synergies and innovation.

12 Do not overload courses with lots of information

Divide it into several instead. Learners feel that they are constantly moving forward when they complete more courses.

Engage with ease

13 Have a good and clear structure in the course

Use clear headlines for the modules/chapters and the various pages/activities. It allows the brain to focus on the actual learning as opposed to also figuring out the logic behind the learning.



14 Collect as much content as possible before you start creating the course

Build a little library in a folder. Then you can get into a flow when starting to create.

15 For a sense of achievement at the start of the course = engagement

Put “light” learning in the beginning, like shorter modules. Then gradually create longer modules and add more advanced content.

16 Work primarily with audio and video in the courses

It makes for quicker and more engaging learning.

17 Provide the same knowledge but in different format

Everyone learns differently! If you have a text, maybe also record a video and/or upload an audio file.

18 Make short videos with good audio

Break videos up into 1-3 minute learnings. It allows for a feeling of completion and does not overload the learner. When making videos, make sure the audio is good. For instance, some learners may like to learn using them as podcasts on a walk for example.

19 Good content is king and queen

Ensure that all texts, videos, and audio files are of high quality to create engaging and effective learning experiences.

20 Avoid direct translation from classroom to digital

Three days of classroom learning should be significantly condensed for online delivery to maintain engagement and effectiveness.

21 Utilise blended learning

Combine self-study modules with live online sessions and/or in-classroom options to cater to different learning preferences.

22 Increase interactivity in e-learning

Incorporate interactive elements throughout the course to keep learners engaged and actively participating.

23 Vary learning elements

Use a mix of quizzes, videos, texts, and other diverse learning materials to maintain interest and enhance learning.

24 Offer a preparatory course if relevant

Provide a preparatory course two weeks before the main training to ensure all learners start with the same foundational knowledge.

25 Digitize all physical materials

Convert all physical materials to digital formats and make them available online, eliminating the need for binders and books.

26 Have the participants interact with each other in different ways

It can be in the form of break-out discussions, live chats, a forum on Slack - whatever is right for you, but allow for social learning.

27 Important with pauses and breakouts when doing live learning

One hour without a break is max.

28 A dash of humour goes a long way

People are people after all. Even if it's their job to learn these things, you can still have a little fun. Maybe send out automated emails with funny gifs, lighthearted texts, etc.

29 Ensure learning has happened

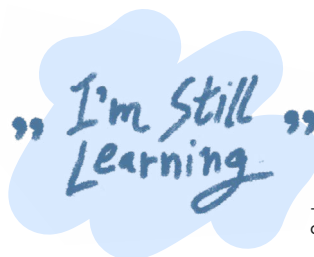
by putting a tricky test at the end of the course to really make sure the learners have gotten all the necessary knowledge they need! Especially important with mandatory skills training and certifications.

30 Rewards for completing courses

Why not send out a physical diploma or something else that you can think of? In a digital world - we appreciate "snail mail" once in a while!

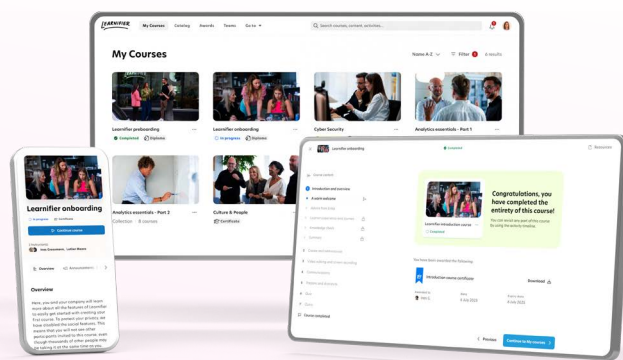
We hope these tips will help you on your learning journey forward!

Remember: perfect is the enemy of good - start creating, launch, take feedback and evolve! Learning is always ongoing.



- Michelangelo at age 87

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