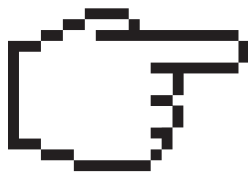


# ENGAGING TODAY'S LEARNERS WITH INTERACTIVITY



Most organizations can do a much better job when it comes to delivering engaging learning on the job. Not seeing high levels of learner engagement, skills transfer, or business impact in your programs? The first step may be to improve the interactivity of your training and learning experiences. Traditional measurement metrics such as click rates or completion rates are not telling the whole story when it comes to true levels of interactivity and engagement.

## MODERN LEARNERS ARE HIGHLY DISTRACTED



Workers unlock their smartphones **nine times an hour.**

Learners benefit from the low-risk opportunity to **experience and try different reactions to situations** like those they might encounter through their daily work.



## TECHNIQUES TO ENCOURAGE PARTICIPATION

Learning content needs context. If learners understand how the information applies to them, and the benefits of changing their current way of working, they will be much more likely to begin apply new knowledge immediately.

Video content is most engaging when the learners **identify with the actors and scenarios** in the video.

Beyond translation to local languages, **cultural and socio-political localization** is also necessary to increase engagement.

If the video action stops at key points and the learner is **invited to decide amongst several alternative approaches** and then view the likely outcome.

## 6 TIPS TO IMPROVE INTERACTIVITY

Here are six tips for HR and learning development professionals looking to make their workforce learning experience more interactive and engaging.

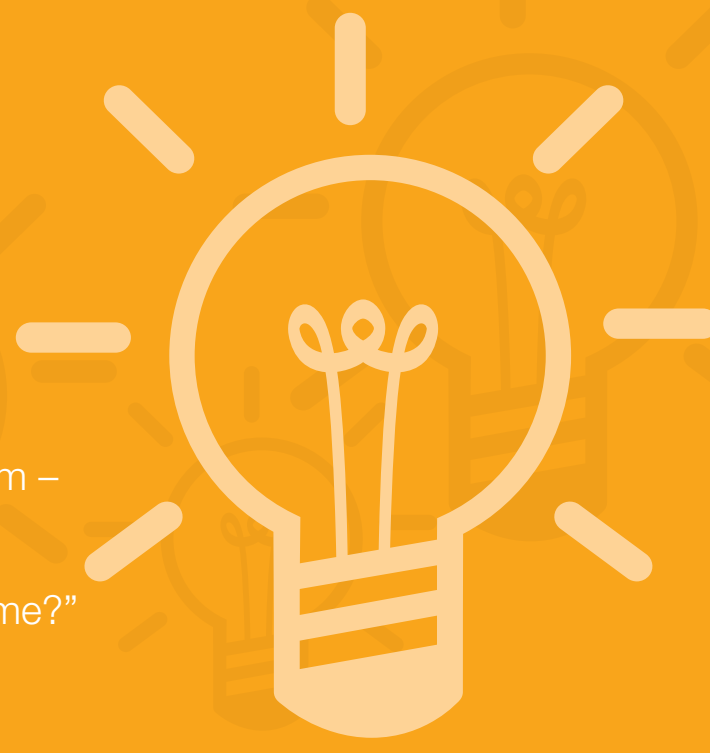


### TIP 1: NEVER LOSE TRACK OF LEARNING GOALS.

Learners need to know the reason they are undertaking the learning and what the tangible benefit will be to them as individuals and to the organization.

Corporate learning is generally targeted at fixing a problem – continuously check that it has.

Be sure to ask and answer the question “What’s in it for me?”



### TIP 2: AVOID DUMPING A LOT OF INFORMATION ON LEARNERS

Rather than drowning learners with a fire hose of information, provide the learning delivery in smaller nuggets, allowing learners to access bite-size modules on the go.



### TIP 3: ONE SIZE DOES NOT FIT ALL

Match the depth and duration of training delivery to the problem it is seeking to solve.



### TIP 4: USE TECHNOLOGY WISELY

It is not necessary to tap into every cool new technology trend to engage learners. Do not make all learning delivery video-based, for example.

Research shows that interspersing different types of content – on screen reading, mini-case studies, knowledge checks – along with video yields better knowledge retention than video alone. Tap into the power of traditional storytelling, facilitating the integration of knowledge by using metaphors, case studies, testimonials and real examples. The key is to design learning content from a starting point of prioritizing interactivity and engagement.



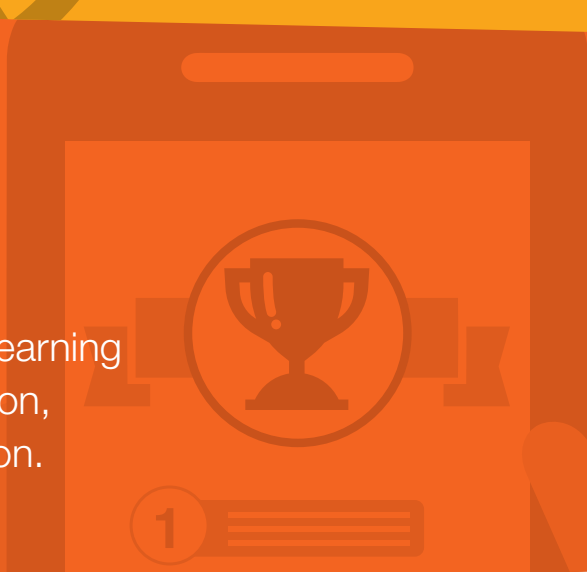
### TIP 5: DELIVER LEARNING AT THE POINT OF NEED.

New skill acquisition calls for formal instruction with quizzes or periodic knowledge checks. To refresh existing knowledge, interactive e-learning provides excellent performance support.

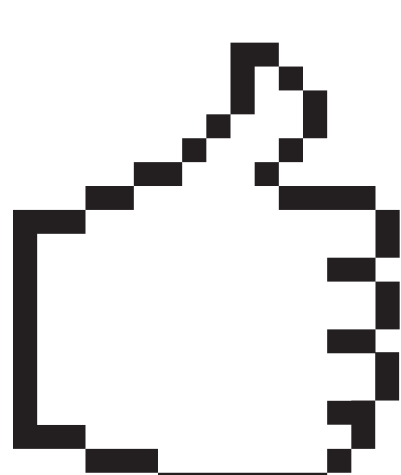


### TIP 6: MAKE LEARNING SOCIAL AND FUN.

Interactivity adds to the fun and excitement of learning which has a positive impact on learner motivation, reflection, engagement, and knowledge retention.



## ENGAGING TODAY'S LEARNERS WITH INTERACTIVITY



Interactive learning lets you learn faster because you're using higher order thinking skills like interpretation rather than simple memorization. You also rely on your experience to find the right answer or make the right decision. Plus, it's just easier to learn when you're having fun.

At Cegos, we strongly believe that effective learning means interactive learning. Engage your company to get interactive e-learning today! Go to [cegos.com/interactivity](https://www.cegos.com/interactivity) to learn beyond knowledge.



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