



**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 in May 2021 were asked the same question: "What are your best tips for successful learning?"

*Enjoy!*

# 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 muse:

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

**5 COMMUNICATE A CLEAR "WHY"** to the learners and engagement goes up. Make sure you communicate the WHY behind the course. Why take the course and what will the learners take away from it.

## 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 TAKE INPUT FROM OTHERS** who have done similar courses within your organization.

What are their best tips? What hasn't worked?

**8 INVOLVE THE LEARNERS EARLY IN THE COURSE DESIGN** Maybe create a "beta group."

**9 ALLOW EMPLOYEES TIME TO DO THE TRAINING DURING WORK HOURS.**

**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 FORMATS**

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.  
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

Add texts, videos and audio files should be of good quality.

### 20 DON'T DO A DIRECT TRANSLATION FROM CLASSROOM TRAINING TO DIGITAL

Three days of learning in a classroom must be much shorter when done online.

### 21 UTILISE BLENDED LEARNING

Have modules for self-study mixed with live online, and/or "in classroom" options.

### 22 HIGHER NEED FOR INTERACTIVITY WITH E-LEARNING

Things need to happen.

### 23 MIX A LOT OF DIFFERENT LEARNING ELEMENTS

all throughout the courses - quiz, video, text, etc. Vary!

### 24 IF RELEVANT, DO A PREPARATORY COURSE

Preparing everyone for the course. Make sure the learners are all on the same page and have the same platform of knowledge. Send it out two weeks prior.

### 25 DIGITIZE ALL THE PHYSICAL MATERIALS

and put them online as resources.  
Goodbye 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 E-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!*

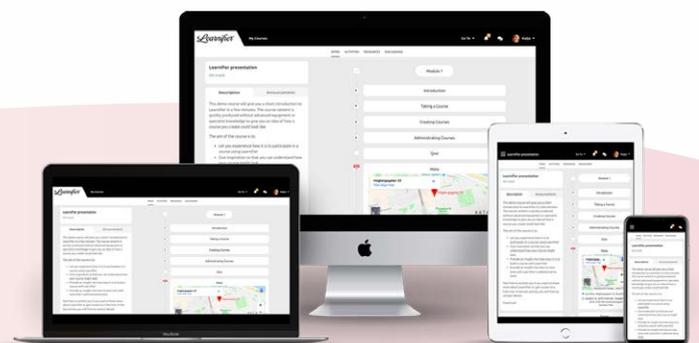
*Remember: perfect is the enemy of good  
- start creating, launch, take feedback and  
evolve! Learning is always ongoing.*

*"I'm Still Learning"*

- Michelangelo  
at age 87

## Create courses quickly and easily with Learnifier!

(And have fun doing it)



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or

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