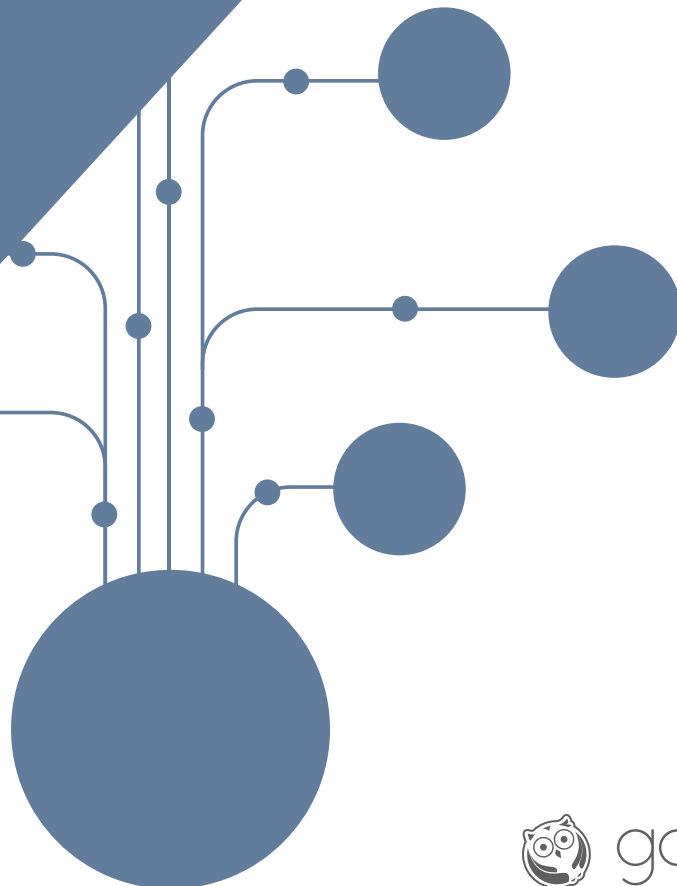


# 30 infallible strategies to improve the “engagement” of your training

This ebook is the result of over 15 years of research in the development of management skills in more than 1,000 companies



|              |  |           |
|--------------|--|-----------|
| <b>Index</b> | <b>Index</b>   | <b>2</b>  |
|              | <b>Introduction</b>  | <b>3</b>  |
|              | <b>Is traditional e-learning actually effective?</b>                 | <b>4</b>  |
|              | <b>Are we ready for the new generations?</b>                         | <b>5</b>  |
|              | <b>Is our online training a solution to the employee motivation?</b> | <b>6</b>  |
|              | <b>An incalculable cost</b>  | <b>7</b>  |
|              | <b>How to develop a training that will engage</b>                    | <b>8</b>  |
|              | 1. Know and do research on your employees                            | 9         |
|              | 2. Detect and evaluate   | 10        |
|              | 3. Validate the best solutions                                       | 10        |
|              | 4. Offer quality content   | 12        |
|              | 5. Offer practical content   | 13        |
|              | 6. Offer applicable content  | 13        |
|              | 7. Introduce interactive formats                                     | 14        |
|              | 8. Incorporate new methods   | 14        |
|              | 9. Provide useful tools  | 14        |
|              | 10. From LMS to CRM (Client Relationship Management)                 | 15        |
|              | 11. Offer safe environments  | 16        |
|              | 13. Make it beautiful  | 17        |
|              | 14. Offer experiential learning                                      | 17        |
|              | 15. Give personalized Feedback                                       | 18        |
|              | 16. Guarantee freedom  | 19        |
|              | 18. Professional and personal success                                | 21        |
|              | 19. Set challenges   | 21        |
|              | 20. Generate adventure   | 22        |
|              | 21. Create a community   | 22        |
|              | 22. Unite  | 22        |
|              | 23. Turn your department into a marketing department                 | 23        |
|              | 24. Give recognition to your team                                    | 23        |
|              | 25. Involve  | 24        |
|              | 26. Enhance your image   | 24        |
|              | 27. Earn credibility   | 25        |
|              | 28. Play   | 25        |
|              | 29. The video game   | 26        |
|              | 30. In short, motivate and engage                                    | 27        |
|              | <b>References</b>  | <b>28</b> |

## Introduction

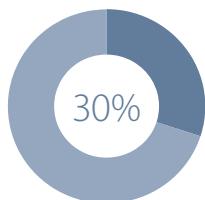
That is one of the most frequent questions in Training & Development departments when they consider the implementation of any training initiative.

Therefore, it is not surprising that experts and professionals around the world agree on speaking of ‘engagement’ as the major concern and main challenge for HR and Training and Development departments in the years to come.

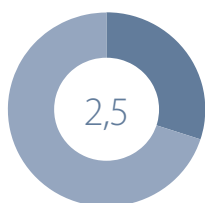
After analyzing the impact of e-learning in more than 1,000 companies worldwide, we offer you all the necessary steps to improve the engagement of your corporate training. Throughout this ebook, you will learn why e-learning no longer works and how to motivate your employees through your training.



*Results of traditional e-learning:*



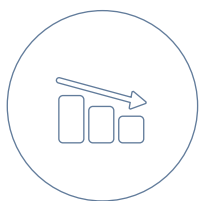
The completion rate of online training is 30%.



The average user rating is 2.5 out of 10.



E-learning does not actually engage and ends up being boring.



And the data about employees who enter training voluntarily in training platforms or LMS in any company is even worse.

## Is traditional e-learning actually effective?

That is one of the most frequent questions in Training & Development departments when they consider the implementation of any training initiative.

Data tell us that e-learning is actually not effective:

- ◇ The completion rate of online training is 30%.
- ◇ The average user rating is 2.5 out of 10.
- ◇ E-learning does not actually engage and ends up being boring.
- ◇ And the data about employees who enter training voluntarily in training platforms or LMS in any company is even worse.

*“Organizations are recognizing the need to focus on culture and dramatically improve employee engagement as they face a looming crisis in engagement and retention”*  
*Deloitte University*

All these data mean a huge cost for any company, which ends up having an impact on image and motivation of any HR Training and Development department.

Therefore, it is not surprising that experts and professionals around the world agree on speaking of ‘engagement’ as the major concern and main challenge for HR and Training and Development departments in the years to come.

This is the result obtained by Deloitte with its research Global Human Capital Trends 2015, in which more than 3,300 HR and Training and Development managers from 106 countries have discussed the main challenges they will face in coming years.

### Millennials



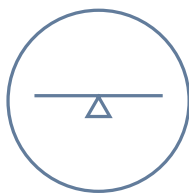
They are connected



Multi-tasking professionals



New technologies will make their lives easier.



Balance between their professional and personal life



They are impatient

## Are we ready for the new generations?

Millennials, those born between 1980 and 2000, already make up 50% of the workforce. And they will be the 75% in 2025.

A new workforce that is already here, but... is e-learning ready for the emergence of new generations?

Millennials have nothing to do with previous generations:

- ◇ They are connected: most of them share their lives through social networks.
- ◇ They are multi-tasking professionals.
- ◇ They believe that new technologies will make their lives easier.
- ◇ They are worried about the balance between their professional and personal life.
- ◇ They are impatient and used to changing at the speed of a click.

*“Companies have to listen to the Millennials: Their desires, needs, and values will shape the organization’s culture over the next 10 years.” Deloitte University*

Reality teaches us that there is a lack of adaptation in organizations:

- ◇ Online training lacks enough quality in terms of content.
- ◇ Massive e-learning courses do not motivate employees.
- ◇ 71% of organizations do not use the new technologies or advanced digital formats such as videogames or simulators for learning.

68% of those responsible for training and HR say that the management of Millennials in their companies has become one of their main challenges. (Global Human Capital Trends 2015, from Deloitte).

Reality teaches us that there is a lack of adaptation in organizations:

- ◇ 63% of mobile and online training lacks quality.
- ◇ 67% make use of eLearning MOOCs which are not motivating.
- ◇ 71% do not use new technologies or advanced digital formats such as games, video games or simulators.



*More than 70% of North American workers are not motivated at their workplace.*

## Is our online training a solution to the employee motivation?

According to the report by Gallup, Gallup Q12 Employee Engagement Survey, the engagement and motivation of the employee at their workplace has a direct impact on the business results of any company:

More than 70% of North American workers are not motivated at their workplace, which means a cost of \$450 - \$550 billion annually to the economy of the USA.

The consequences of NO employee motivation:

- ◇ There is no commitment.
- ◇ There is a lack of confidence.
- ◇ Postponed tasks keep growing in number.
- ◇ Deadlines are not met.
- ◇ Objectives are not achieved.
- ◇ Performance lowers.
- ◇ Frustration drastically increases.
- ◇ Stress grows among the team.
- ◇ A bad atmosphere is generated.
- ◇ Excuses are everywhere.

Our training could solve one of the big problems typical of companies: unmotivated employees. But we don't know how to do it.

### *The consequences of NO employee motivation:*



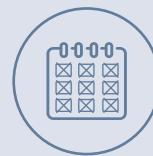
There is no commitment



There is a lack of confidence



Postponed tasks keep growing in number



Deadlines are not met



Objectives are not achieved



Performance lowers



Frustration drastically increases



Stress grows among the team.



A bad atmosphere is generated



Excuses are everywhere

## An incalculable cost

Since its emergence, the e-learning format has represented the opportunity to increase and improve the performance of corporate training. And besides, it does it in a simultaneous, homogeneous and, in theory, cheaper way.

*The completion rate of e-learning tells us that a company wastes 3 out of every 4 dollars invested in online training.*

But e-learning is nothing more than a format. And as such it does not have the features to improve the engagement of employees with training and achieve its great purpose: to effectively develop people.

So... is it effective to pay less at the expense of enjoying lower quality?

If we look at current data about online training, the answer is NO.

The completion rate of e-learning tells us that a company wastes 3 out of every 4 dollars invested in online training.

A disproportionate and unaffordable cost for any company.



## How to develop a training that will engage

At this point, the great question arises: how do I get to improve the ‘engagement’ of my online training actions?

Here are 30 infallible strategies obtained from more than 15 years of research and experience in the development of managerial skills with more than 1,000 clients and 100,000 professionals from five continents.

*More than 15 years of research.  
More than 1,000 companies.  
More than 100,000 professionals.*

1. Know and do research on your employees
2. Detect and evaluate
3. Validate the best solutions
4. Offer quality content
5. Offer practical content
6. Offer applicable content
7. Introduce interactive formats
8. Incorporate new methods
9. Provide useful tools
10. From LMS to CRM (Client Relationship Management)
11. Offer safe environments
13. Make it beautiful
14. Offer experiential learning
15. Give personalized Feedback
16. Guarantee freedom
18. Professional and personal success
19. Set challenges
20. Generate adventure
21. Create a community
22. Unite
23. Turn your department into a marketing department
24. Give recognition to your team
25. Involve
26. Enhance your image
27. Earn credibility
28. Play
29. The video game
30. In short, motivate and engage



## 1. Know and do research on your employees

This is the first step. Before starting any e-learning training initiative, you have the responsibility to do some research on the profile of the workers in your company:

- ◇ Know their interests
- ◇ Discover their needs
- ◇ Learn from their ambitions
- ◇ Discover how to make them grow and develop in their jobs
- ◇ Know what really motivates them

It is essential to get to connect with your employees. Only by really getting to know them you will find the best training solutions to empower and develop them.

*5 great ways to get to know your employees:*



Know their interests



Discover their needs



Learn from their ambitions



Discover how to make them grow and develop in their jobs



Know what really motivates them



## 2. Detect and evaluate

If you are here, it is because you are worried about your employees not being interested in your e-learning offer. But do not worry, because the solution is in your hands.

First, you must understand that the Internet offers more and even better content than many current platforms or LMS. For this reason, your employees can find quality content in various formats and, besides, for free.

*“73% of companies currently use Learning management systems (LMS)”, Training Mag*

Why would they prefer to enter your LMS before searching on the Internet what they really need?

The work of the Training department involves detecting the training needs of the company and selecting the ideal way to meet those needs. Search, find and evaluate the best options among all available training.

And under no circumstance pretend to make your employees be the ones who look for and select the training solutions for themselves, by browsing through endless catalogs of online courses.

## 3. Validate the best solutions

We cannot ask the employee to choose their own training solution. But that is precisely what happens when we offer a catalog with thousands of courses.

Your employee expects you to help them choose. And above all, that you propose truly useful courses for their personal development and for their professional performance.

The solution is not to design the content internally, as it is essential to prioritize and focus your time on tasks that actually add value to the organization.

The goal of the department as such should be to investigate, locate, evaluate and validate the best available solutions for each one of the company's needs.



*2019: Worldwide Growth  
Rates by Learning Methods:*



Game-based learning



eLearning



Digital Reference-ware



Collaborative learning



Simulators



Mobile learning



Cognitive e-learning

According Training Mag, technology use overall is higher than last year:

- ◇ 73% of companies currently use learning management system (LMS) and virtual classroom /webcasting/video broadcasting.
- ◇ 51% of companies currently use rapid e-learning tool (up from 48 percent in 2014).
- ◇ 40% of companies currently use application simulation tool (up from 33 percent in 2014).
- ◇ 23% of companies currently use online performance support or knowledge management system.
- ◇ 20% of companies currently use learning content management system.
- ◇ 16% of companies currently use podcasting.

*“The growth rates for game-based learning and simulation-based learning are the highest out of all the seven learning technology products”, Ambient Insight*

According to Ambient Insight, these are the trends in training nowadays:

- ◇ Game-based learning.
- ◇ eLearning.
- ◇ Digital Reference-ware (video, audio or text).
- ◇ Collaborative learning.
- ◇ Simulators.
- ◇ Mobile learning.
- ◇ Cognitive e-learning.

#### 4. Offer quality content

Why is your employee going to find what they are really looking for in your training? Because you are offering them quality content.

Keep in mind that our people are not stupid. People in your organization have their own criteria and are able to tell quality courses from those which are not.

*The fault is not in the format (e-learning), but in the quality of the content you are offering.*

The problem is that you consider your e-learning offer a quality one, when it actually bores your employees and fails to motivate them. However, the fault is not in the format (e-learning), but in the quality of the content you are offering.

It is preferable to have less variety than to sacrifice quality. You can not afford any bad courses on your platform because it will damage the image of your training solutions irreparably, and you will lose the trust of your employees.

Before you go on, ask yourself:

- ◇ Does my training show real benefits?
- ◇ Am I offering tools which are actually applicable to the job?
- ◇ Will my employees be able to practice the skills with no risk?
- ◇ Am I really offering what my employees need?





## 5. Offer practical content

It is important that you make sure that the courses are fundamentally practical.

Avoid the indiscriminate use of models, theories or definitions that only convey obviousness.

*“The most important factor of employee motivation is the ability to advance.”*  
*Glenn Llopis, Forbes*

To ensure that your content is practical and useful for your employees, it is essential to turn them into a set of tools directly applicable to real life.

If you want to train in time management or improve the personal productivity of your employees, discussing theories will be useless. What your employees will ask of you is a system that they can implement in their day to day and that really helps them manage their time efficiently.

## 6. Offer applicable content

If you want your employees to be proactive within your training, you must first convince them that the training is beneficial for them.

Teach them how the contents are directly applicable to each job. If you want to train leaders, provide a practical manual on learning how to manage a team, step by step and with similar situations to the ones they will be facing later on.

The vast majority of online courses are mere collections of texts and tests. In the end, they end up becoming a set of pills with no common link. And you should keep in mind that developing a skill requires time, effort and practice.

If you base it all in small pills, you may get your employees to complete the training, but you will not motivate them and they will not learn the skill.



## 7. Introduce interactive formats

We are turning e-learning into e-reading. Offer courses that are truly interactive. You must go one step further.

In some online courses, presentations, or even videos, are incorporated. But readings, audio, video or PowerPoint presentations are not interactive formats.

Your employees need to feel part of the learning process, so you must find solutions that encourage collaborative learning, self-development, self-management or the generation of social learning that feeds back from the experiences of participants themselves.

## 8. Incorporate new methods

Do not fear the new or to break the molds.

*“72% of companies worldwide  
use webcasting and video  
broadcasting”  
Training Mag*

You have probably spent hundreds of hours and euros on developing and installing an LMS which, in many cases, is not able to incorporate or manage innovations in the sector: new products, new formats or new methodologies.

There was a time when the most important thing was quantity, and we began filling our training offer with all kinds of courses without stopping one second to think about how innovative was that which we were offering.

Make sure your corporate platform does not become an obstacle for you to provide the best products on the market.

## 9. Provide useful tools

We all have done an e-learning course in which we have had fun, but it failed to meet our needs.

We must not only worry about motivating and forget about the rest. If we cannot provide useful tools for our employees to meet their needs and contribute to their development, our image may be damaged.

And very often, to develop oneself is enough reason to achieve motivation, engagement and to attract your employees.

*Useful learning tools:*



Serious Games



Virtual teams



Virtual companies



Team Building



Business Games



Case Study-Based  
learning



Simulators



Cooperative learning  
teams

Look for formats which are useful:

- ◇ Serious Games
- ◇ Virtual teams
- ◇ Virtual companies
- ◇ Team Building
- ◇ Business Games
- ◇ Case Study-Based learning
- ◇ Simulators
- ◇ Cooperative learning teams

## 10. From LMS to CRM (Client Relationship Management)

We may be talking about a change of mentality here.

One way or another, if you want to improve the 'engagement' of your employees, the time has come to stop using your LMS or training platform as a mere content manager.

Think about who receives the training. And this is not a simple process that you must perform before selecting your training solution.

Your function is to analyze behaviors, meet needs and receive feedback from your employees to steadily improve your training offer.

It's time to leave LMS behind and welcome CRM (Client Relationship Management) in the Training and Development departments.



## 11. Offer safe environments

If you want to increase the motivation of your employees with your training solutions, you must first improve their self-confidence.

An employee who faces training with confidence is likely to become a motivated employee. Create a safe environment in which the participant can test the contents without risk, thus improving their confidence.

This represents a preliminary step towards proactivity and it will result in self-management of the training by the employee.

## 12. Simulate real situations

We have talked about offering quality content, fundamentally practical and directly applicable, but for this combination to work you need an environment that will ensure these three characteristics.

*The use of simulation tool has been increased by 7% over the last year.*

- ◇ You must allow the employee to practice and experience the concepts as they learn them.
- ◇ Observe the results of their decisions within a safe environment.
- ◇ And receive feedback or tips for improvement in order to achieve the effective development of each skill.

*All studies verify the effectiveness of simulators in the learning process.*

And to this purpose, one of your greatest allies is the simulator. All studies verify the effectiveness of simulators in the learning process. Do not forget that their greatest quality is to represent situations similar to those in real life in which the participant practices skills in a safe environment, thus reducing their stress level.



### 13. Make it beautiful

We are living in the age of the image. Because of this, your responsibility is not just limited to selecting and validating the best solutions and ensuring the quality of the content.

Today, you need something else. The design should be really careful and you have to make it attractive enough as to arouse the curiosity of your employees.

Maintaining a modern and updated design will make you earn points, especially when we talk of new generations.

*“Learning happens when someone wants to learn.”  
Robert Schank*

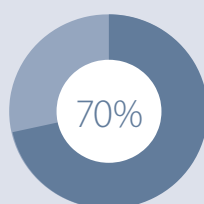
### 14. Offer experiential learning

Experiential learning: learning from practice. It is the evolution of the famous 70:20:10 model that has prevailed in the training sector for the last years.

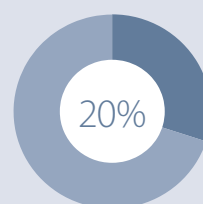
This model, based on research by Michael M. Lombardo and Robert W. Eichinger, states that the development of any individual is proportionally divided as follows:

- ◇ 70% of learning comes from experience.
- ◇ 20% is acquired through observation of the environment and other people.
- ◇ The remaining 10% comes from courses, lectures and structured programs.

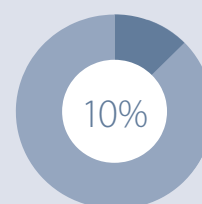
70:20:10 Model:



Learning comes from experience.



Observation of the environment and other people.



Courses, lectures and structured programs.

## 15. Give personalized Feedback

An important aspect of your work is not just to find courses that allow students to practice, but also that gives them the chance to observe the result of their decisions and, especially, to receive feedback about areas to be improved.

Feedback which is permanent, personalized and that allows adaptability and scalability by the user, leaving enough time for the employee to internalize the improvements and to put them into practice again.

- ◇ Explain to your colleagues that they are receiving feedback and why they are receiving it.
- ◇ Get them to perceive it as a useful tool.
- ◇ Be clear and straightforward.
- ◇ Provide immediate and constructive feedback.
- ◇ Bear in mind that it is about facts, not people.
- ◇ Feedback must not brand or judge, just describe.
- ◇ Provide feedback about habits, behaviors, facts... that may be changed or improved.



## 16. Guarantee freedom

This is one of the keys that will shape the future of corporate training. Especially after the arrival of the new generations. Guaranteeing “free-training” will mean a major step forward to improve the engagement of your initiatives.

*Guaranteeing “free-training” will mean a major step forward to improve the engagement of your initiatives.*

Provide your employees with training that they can self-manage. Thus, the employee can create their own learning pace, defining when to carry out the training (either at work or during their free time, at home, on the weekends...) and how: on their computer at work, on their tablet or smartphone...

Only then will you motivate self-development in training by the employee, thus improving their involvement.



## 17. Develop “soft skills”

According to Forbes, 92% of employers think that a good attitude in workers is a key quality. You already know that soft skills are the most difficult ones to find, but also the ones that generate the most positive impact for any business.

*“We must beat machines in the only thing they can never be better at than us as human beings: soft skills.”*  
Davos Forum

But why look for them when you can develop them within your own organization? Take advantage of your training for your employees to develop the most valued skills by employers and managers.

According to the latest Davos Forum, the annual meeting of the great world leaders, soft skills will dominate the market in the coming years. This is the list of 10 key competencies for 2020:

- ◇ Resolution of complex problems.
- ◇ Critical Thinking.
- ◇ Creativity.
- ◇ People Management.
- ◇ Coordination with others.
- ◇ Emotional Intelligence.
- ◇ Analysis and Decision Making.
- ◇ Service Orientation.
- ◇ Negotiation.
- ◇ Cognitive flexibility.

### Competencies for 2020



Resolution of complex problems



Critical Thinking



Creativity



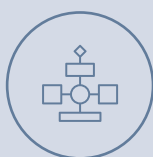
People Management



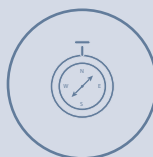
Coordination with others



Emotional Intelligence



Analysis and Decision Making



Service Orientation



Negotiation



Cognitive flexibility

## 18. Professional and personal success

It may be the first step, and sine qua non, to ensure that our employees will join our training and complete it: making sure that the contents have a direct link to their personal and professional success.

All training involves a personal investment in time and effort, making it essential to get our employees to realize that your training has real benefits.

To achieve this, we must be proactive and convince them that what you are offering has real implication in their success from a point of view which is both personal and professional.

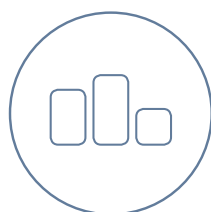
## 19. Set challenges

One of the main techniques to achieve ‘engagement’ with your training is to make learning a personal challenge or a group competition. Offer a different approach to your training and make it be regarded as a fun and entertaining experience by your employees.

Undoubtedly, gamification becomes one of your best allies. Some of the dynamics that you can use are these:

- ◇ Rankings: Tables that raise the motivation of the participants to compete with each other.
- ◇ Challenges: Challenges or small quests that test participants.
- ◇ Badges: Also known as personal rewards. One of the most effective ways of achieving engagement in the employee at the beginning of the training.
- ◇ Levels: As the user advances in the training, they achieve a certain ‘status’, which drives them to keep going.

### *Gamification Techniques:*



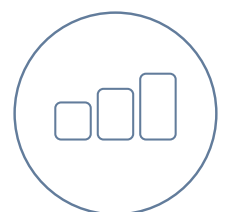
Rankings



Challenges



Badges



Levels



*Training courses into an  
immersive adventure*



Use gamification  
techniques



Offer video games



Introduce simulators



Make the most of  
mobile-learning

## 20. Generate adventure

What if you turn training into an adventure? One of the main disadvantages of e-learning is that it is boring. And as a result, courses end up becoming a series of readings and tests.

However, it is not enough and we often go from e-learning to e-reading. Here we give you some ideas to put an end to it and turn your training courses into an immersive adventure that will engage your employees to its end:

- ◇ Use gamification techniques.
- ◇ Offer videogames.
- ◇ Introduce simulators.
- ◇ Make the most of mobile-learning.

## 21. Create a community

To get your training offer to be successful, it is essential to have employees “on your side”. Innovate and surprise to have a positive impact on the staff. They will take care of much of the work.

If your training achieves that positive impact, there will be a high degree of word-of-mouth within your company, which will contribute to the success of your project. There is nothing like a program that feeds back from the experiences of the “community” it is part of.

## 22. Unite

Your employees can develop a link thanks to a special experience shared together. Through your training, you can achieve this link if your employees feel they are the protagonists a different experience.

In this way, participants develop an awareness of belonging to a single group, thus enhancing its cohesion. And if there is cohesion, then performance, communication and employee motivation in your training will increase.



Therefore, do not hesitate to bet on a quality initiative that is revolutionary, innovative, different... This will make your employees feel a part of something unique and will generate cohesion.

### 23. Turn your department into a marketing department

Once you have located, evaluated and validated the best training solutions or options, it is time for you to start selling your offer. Your challenge is to turn your training into an appealing and attractive experience for your employees.

To do this, you should turn your department into a marketing department: launch communication or emailing campaigns, use advertising, create promotions or loyalty programs, use video and image, be innovative...

### 24. Give recognition to your team

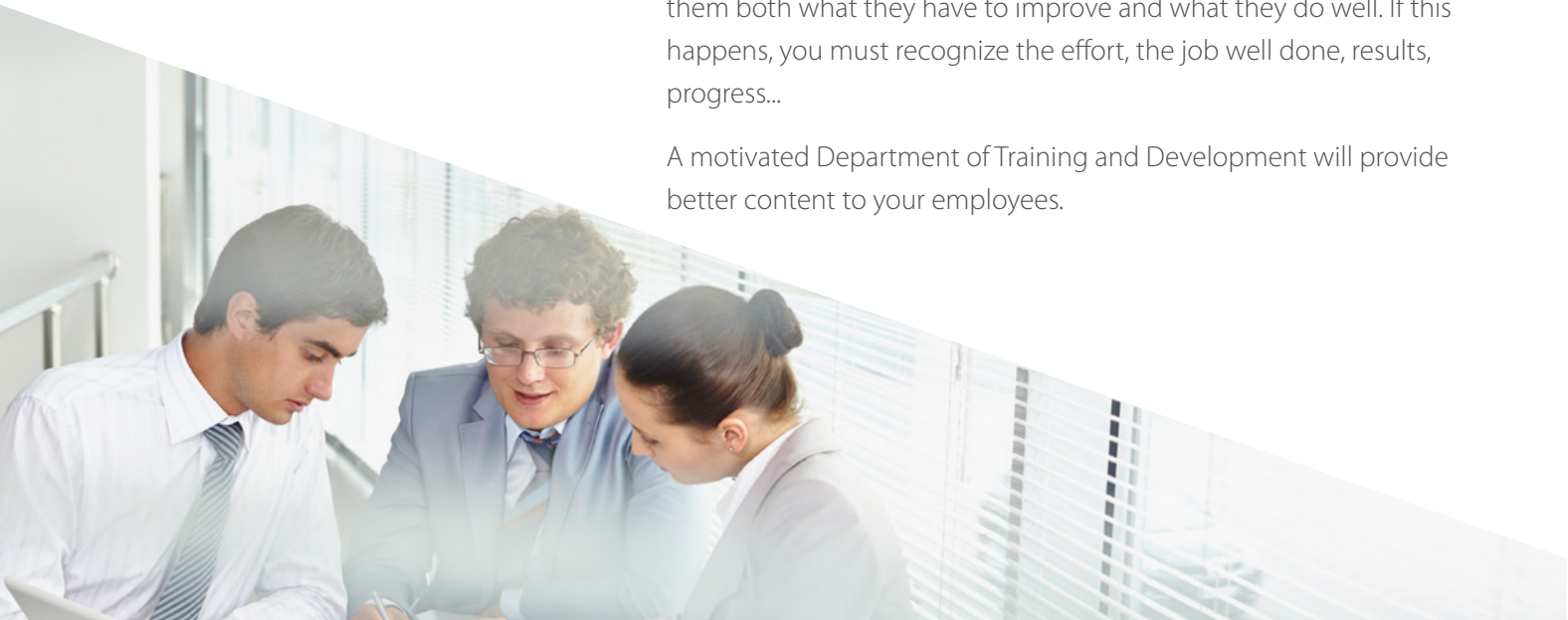
Recognition is a process and an ongoing effort that you should not only do at the end of a process. A good way to make your training motivational is to keep your own team “motivated”.

*A motivated Department of Training and Development will provide better content to your employees.*

Giving recognition to your team is just as important as providing the best e-learning courses.

People in your department need to understand that you will tell them both what they have to improve and what they do well. If this happens, you must recognize the effort, the job well done, results, progress...

A motivated Department of Training and Development will provide better content to your employees.



## 25. Involve

When we say “involve”, we do not limit it exclusively to your employees. You must not forget the high echelons. Make the top managers of your company understand the absolute and undeniable importance that training has for attracting and retaining talent, motivation, efficiency and performance...

Get them to fully support your personal initiatives, and we mean not only moral support. Get them to try and do the training because, if you keep the core idea of providing quality content, they will be the first to realize the implication and scope your training can have in the business results of the company.

## 26. Enhance your image

Keep in mind that selecting wrong content has a direct impact on your image as a department. Providing quality content and useful tools to your employees not only helps to increase the engagement of your training, but also helps improve the image of your department for the staff and management itself.

And enhancing the image of your department translates into greater confidence in your training initiatives. Of course, this is a consequence of work well done; lower the level and the image of your department will plummet down.





## 27. Earn credibility

This point, like the one above, is also a direct consequence of your work. However, we have included them as separated items to give it the importance it deserves. And if you want your initiatives to engage your employees and achieve high completion rates, first you must earn their credibility.

Therefore, you should focus your initial efforts on getting your training to generate real benefits in the career and even in the personal lives of your employees.

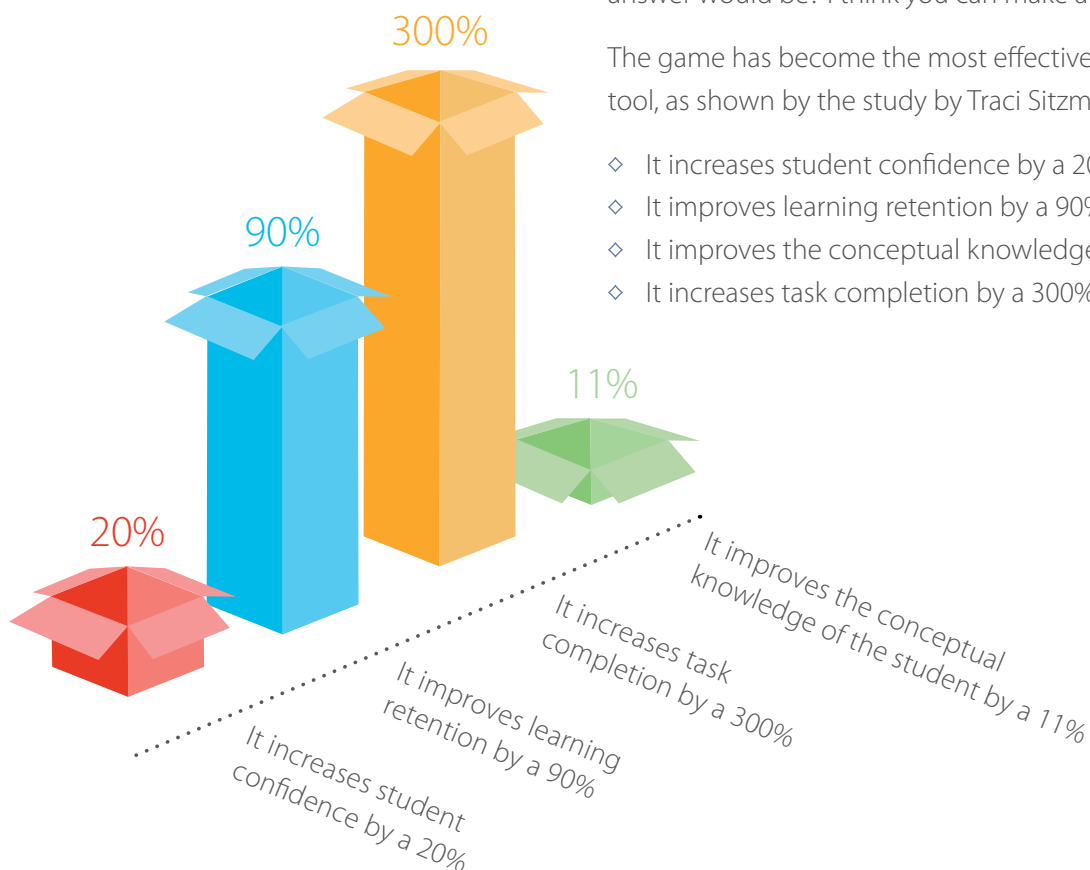
If your employees believe in the work of the Department of Training and Development, they will end up returning to your learning platform or LMS to discover new online courses or expand their knowledge and skills.

## 28. Play

What if you told your employees that they can train and develop their skills while playing and having fun? What do you think their answer would be? I think you can make a guess.

The game has become the most effective and powerful learning tool, as shown by the study by Traci Sitzmann:

- ◇ It increases student confidence by a 20%.
- ◇ It improves learning retention by a 90%.
- ◇ It improves the conceptual knowledge of the student by a 11%.
- ◇ It increases task completion by a 300%.



## 29. The video game

And since we are playing, nothing better than a video game for it. Thanks to it, in Gamelearn we have achieved completion ratios above 90% in more than 100,000 students from 1,000 clients on five continents.

But why are our video games so effective?

Because they combine:

- ◇ High quality content, equivalent to a of two-day classroom course, with a fundamentally practical approach, allowing the employee to learn from their own experiences.
- ◇ Sophisticated simulators which represent situations which are similar to real life, so that the employee can practice the skill while receiving feedback with tips for improvement. And this happens in a secure environment, thus raising their self-confidence and reducing their stress level.
- ◇ Gamification techniques such as storytelling, rankings, badges, challenges or levels, making learning a different, fun and engaging experience for the employee.

*Our video games combine:*



High quality content



Sophisticated simulators



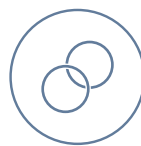
Gamification techniques



The video game becomes the most powerful learning tool:

- ◇ Engages. Through the adventure, learning turns into something entertaining and appealing for students.
- ◇ Builds confidence. Being a video game, the user relaxes and feels safe, increasing their self-confidence.
- ◇ Improves performance. The game dynamics (gamification) motivates students, increasing their effort.
- ◇ It is based on practice. The content is fundamentally practical, allowing the user to learn and master the skill or the competence better through experiential learning.

*The video game becomes the most powerful learning tool:*



Engages



Builds confidence



Improves performance



It is based on practice

### 30. In short, motivate and engage

If you have been following this guide, you will have achieved your great goal: to increase the motivation and engagement level of your online training and to improve completion rates.

Note that just to develop one's skills becomes one of the biggest motivations for any employee, even above money.



## References

- ◇ Forrester Research (Schooley, 2002)
- ◇ Global Human Capital Trends 2015, by Deloitte  
<http://www2.deloitte.com/content/dam/Deloitte/at/Documents/human-capital/hc-trends-2015.pdf>
- ◇ The Deloitte Millennial Survey, by Deloitte  
<http://www2.deloitte.com/global/en/pages/about-deloitte/articles/millennialsurvey.html>
- ◇ Gallup Q12 Employee Engagement Survey, by Gallup  
<https://q12.gallup.com/public/en-us/Features>
- ◇ 2015 Training Industry Report, by Training Mag  
<https://trainingmag.com/trgmag-article/2015-training-industry-report>
- ◇ Corporate Learning Goes Digital, by Roland Berger  
[http://www.rolandberger.com/media/pdf/Roland\\_Berger\\_TAB\\_Corporate\\_Learning\\_E\\_20140602.pdf](http://www.rolandberger.com/media/pdf/Roland_Berger_TAB_Corporate_Learning_E_20140602.pdf)
- ◇ The 2014-2019 Global Edugame Market, by Ambient Insight  
[http://www.ambientinsight.com/Resources/Documents/AmbientInsight\\_2014\\_2019\\_Global\\_Edugame\\_Market\\_Whitepaper.pdf](http://www.ambientinsight.com/Resources/Documents/AmbientInsight_2014_2019_Global_Edugame_Market_Whitepaper.pdf)
- ◇ The Relative Influence of Total Rewards Elements on Attraction, Motivation and Retention, by WorldatWork  
<https://www.worldatwork.org/waw/adimLink?id=37008>
- ◇ World Economic Forum Annual Meeting 2016, by World Economic Forum  
[http://www3.weforum.org/docs/WEF\\_AM16\\_Report.pdf](http://www3.weforum.org/docs/WEF_AM16_Report.pdf)
- ◇ A Meta-Analytic Examination of the Instructional Effectiveness of Computer-Based Simulation Games, Traci Sitzmann  
<http://onlinelibrary.wiley.com/doi/10.1111/j.1744-6570.2011.01190.x/abstract>
- ◇ The Gamification of Learning and Instruction  
[https://www.amazon.com/Gamification-Learning-Instruction-Game-based-Strategies/dp/1118096347?ie=UTF8&qid=1346347311&ref\\_=la\\_B001JSC78K\\_1\\_1&sr=1-1](https://www.amazon.com/Gamification-Learning-Instruction-Game-based-Strategies/dp/1118096347?ie=UTF8&qid=1346347311&ref_=la_B001JSC78K_1_1&sr=1-1)
- ◇ Habilidades y Competencias Sociales en Juegos en Línea, Universidad Técnica Federico Santa María Valparaíso, Chile  
[https://www.inf.utfsm.cl/~guerra/publicaciones/Habilidades\\_y\\_Competencias\\_Sociales\\_en\\_Juegos\\_en\\_Linea3.pdf](https://www.inf.utfsm.cl/~guerra/publicaciones/Habilidades_y_Competencias_Sociales_en_Juegos_en_Linea3.pdf)



[www.game-learn.com](http://www.game-learn.com)