The Foolproof Checklist for Designing a Training Program that Works

10 Keys to improve the engagement of your online training actions

Author: Gamelearn
Game-based learning platform for soft skills development
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The Foolproof Checklist

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About Gamelearn
Current e-learning is boring, ineffective and lacks motivation. Training is just not engaging enough, and all this has huge cost for any company. But... how to increase the engagement of your online training activities?

“70% of those who start an e-learning course never complete it”
Forrester Research

This white paper is the result of over 10 years of research and experience in the development of management skills (leadership, negotiation and time management) in more than 1,000 companies from all 5 continents.

Improve the completion ratio of your online training activities is possible. Discover why traditional e-learning no longer works and learn to motivate your employees through this foolproof guide.
The context
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 plataforms or LMS in any company is even worse.

*Source: Forrester Research (Schooley, 2002)
The context
Is traditional e-learning actually effective?

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.

At this point, the great question arises: how do I get to improve the ‘engagement’ of my online training actions?
The Foolproof Checklist for Designing a Training Program that Works:

- Know and do research on your employees
- Validate the best solutions
- Offer quality, practical and applicable content
- Provide useful tools
- Offer safe environments
- Transform your LMS into a CRM
- Develop Soft Skills
- Involve, Unite and Create a community
- Give personalized Feedback
- Guarantee experiential learning
Before starting any e-learning training initiative, you have the responsibility to do some research on the profile of the workers in your company.

And under no circumstance pretend to make your employees be the ones who look for and select the training solutions for themselves.

It is essential to get to connect with your employees:

1. Know and do research on your employees

   - Know their interests
   - Discover their needs
   - Learn from their ambitions
   - Know what really motivates them
   - Discover how to make them grow and develop in their jobs
The Foolproof Checklist for Designing a Training Program that Works:

2. 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.

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.

As Ambient Insight says, these are the top trends nowadays in training:

- Game-based learning
- Mobile learning
- Cognitive learning
- Simulation-based learning
- e-learning
- Collaborative learning
- Digital Reference-ware (digital video, audio or text)

Which are the best solution for your employees?
Why is your employee going to find what they are really looking for in your training? Because you are offering them quality 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.

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

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.
The Foolproof Checklist for Designing a Training Program that Works:

4. Provide Useful Tools

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.

*If you cannot provide useful tools for your employees, the image of your department can be damaged*

All training involves a personal investment in time and effort, making it essential to get our employees to realize that your training has a direct link to their personal and professional success.

Also, do not forget that the goal of the department as such should be to investigate, locate, evaluate and validate the best available actions for each one of the company's needs and challenges.
If you want to increase the motivation of your employees with your training solutions, you must first improve their self-confidence.

“A safe environment increases student’s confidence by a 20%” Traci Siztmann

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.

You can use gamification techniques, collaborative activities, business simulations or business games to create these safe environments. Make sure your training does not become an obstacle.
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.

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

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:

We propose offering training based on “learning by doing”. In this way you will achieve voluntary learning: “learning happens when someone wants to learn,” Robert Schank.
7. Give Personalized Feedback

An important aspect of your work is to give your employees 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 people that they are going to receive feedback and why.
- They should perceive it as something useful.
- Be clear and direct.
- Make feedback constructive.
- Give it immediately.
- Talk about facts, not about the person.
- Do not qualify and judge, describe.
- Talk about things that can be changed or improved.

Give Effective Feedback
When we say “involve”, we do not limit it exclusively to your employees. Make the top managers, employees, partners... understand the absolute and undeniable importance that training has for attracting and retaining talent, motivation, efficiency and performance...

To get your training offer to be successful, it is essential to have participants “on your side”.

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.

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.
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.

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:

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

92% of employers think that a good attitude in workers is a key quality.
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.

Advantages of CRM in the Training & Development Departments:

- Analyze behaviors from your employees
- Meet their needs and interests
- Know their professional ambitions/goals/motivations
- Receive effective feedback from them
- Improve your training offers
- Create a positive team culture
- Communication is a strength
- Connect training to business objectives
The Foolproof Checklist for Designing a Training Program that Works: 

...and Play

If you have been following this steps, you will have achieved your great goal.

Now, you 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?

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

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

Source: A Meta-Analytic Examination of the Effectiveness of Computer-Based Simulation Games
About Gamelearn

Gamelearn™ is the world leader in skills training through video games and a pioneer in the development of game-based learning solutions. With over 15 years of experience, they have trained more than 100,000 professionals from more than 1,000 companies and organizations from all 5 continents.

Gamelearn™ has revolutionized corporate training by creating the market-leading ‘game-based learning’ platform, becoming a global solution for any Training and Development department:

Based on the cloud: No need to install additional software.

Soft Skills: Develop the most important skills: negotiation, leadership, time management, communicating effectively, change management, decision-making, problem solving...

Universal access: It only requires an Internet connection.

Multidevice: Compatible with any device, PC, tablet, smartphone...

Multilanguage: Available in English, French, Spanish, Portuguese, German, Italian, Dutch and Chinese.
About Gamelearn

Awards

- learnX impact awards 2016
- e-learning! champion 2016
- brandon hall excellence 2015
- top 20 training company 2015
- best of eLearning! 2014
- top 5 startup south summit 2013
- best of eLearning! 2014
- top 20 training company 2014
- innovación RRHH E&E 2013
- best service CIPD Manchester 2012
- top 10 european startup San Francisco DN 2013