



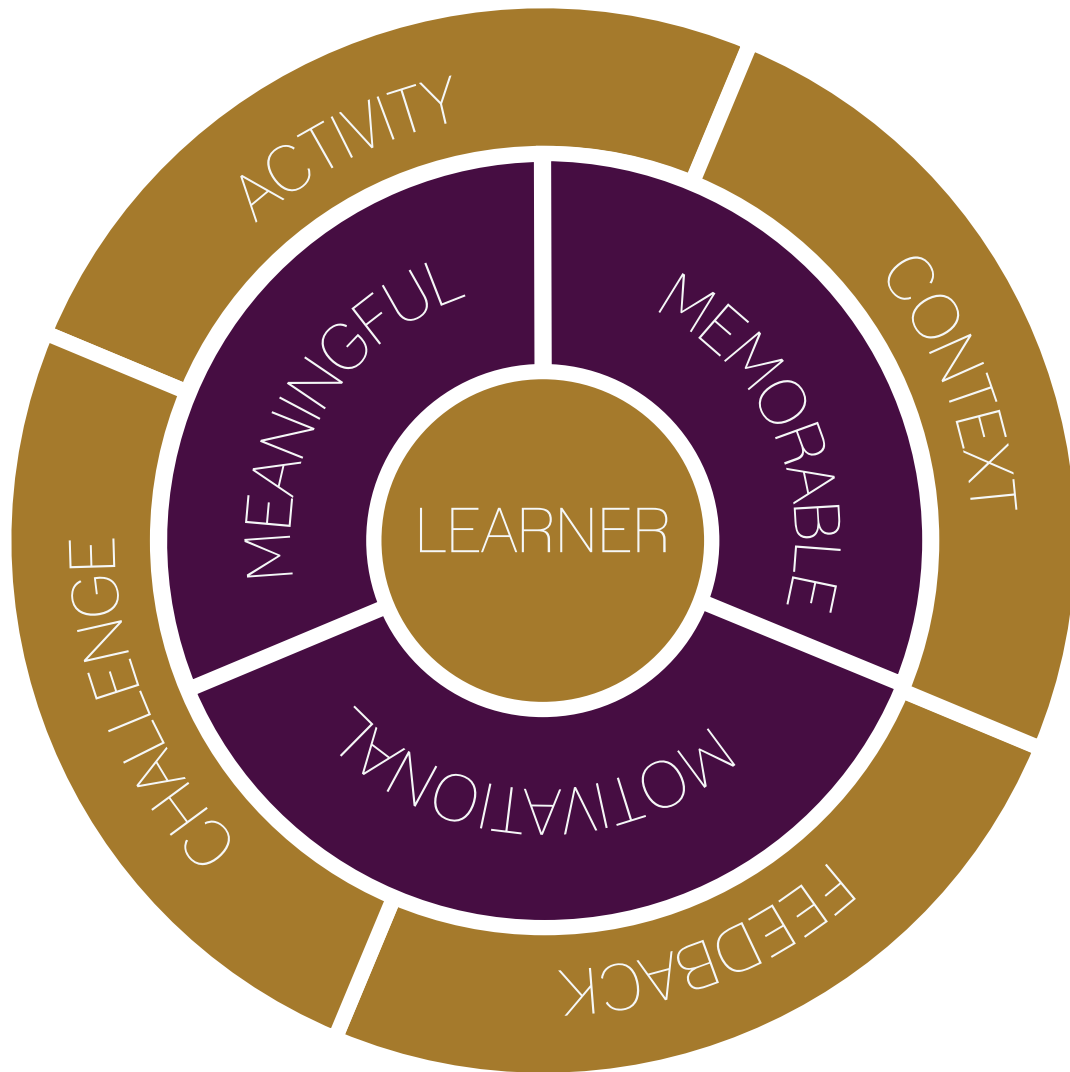
Imagine you are launching a new product into your retail stores. You could create a piece of learning that includes all the features and benefits of the new product and finish it off with a quiz to test the learners knowledge. Why not, this is what many people do in this situation.

Alternatively you can:

1. Put the learning into **CONTEXT** through a customer scenario playing out a real life example of how the sales staff will sell the new product with the customer. Take photo's of the stores, use pictures of staff in their uniforms speaking to customers. Putting the learning into context will help create experiences that matter in real life.
2. **CHALLENGE** the learners by asking them to choose how they would interact with their customer. Offer feedback and statements of consequences based on their choices.
3. Give the learner a mental **ACTIVITY** to practice the information they have learned. This could be as simple as dragging the correct sales process in order.
4. Always give **FEEDBACK**. Allow learners to see the effects of their answers and actions during the learning. This can be done by providing the learner feedback from an on screen mentor or manager. Motivate with the right amount of coaching and support, creating experiences that enable your learners to achieve goals, or recover from failure.

So, to summarise - engage your learners by:

- Putting the learning into context
- Challenging the user
- Engaging them with an activity
- Providing them with feedback



MEANINGFUL:

Create experiences where users are doing things that matter in real life. If learners don't understand what they're being taught, it will not improve their performance nor add to their skill.

MEMORABLE:

Create experiences that will stay in learners' memories when faced with similar challenges in life. If learners can't remember what they have learned, they might as well never have learned it.

MOTIVATIONAL:

Create experiences that enable learners to achieve goals, or recover from failure, with just the right amount of coaching and support. If learners are not motivated to apply their learning, to rehearse and keep it alive, it will fade. The learning might as well not have happened.

THANK YOU



for these useful tips!