

Why Learning Matters for Employee Engagement



Learning and development plays a critical role in any organization. Although learning has been unequivocally linked to high-performing organizations, we believe there hasn't been enough attention paid to the ***lasting effects learning plays in engaging your workforce.***

Experts agree with us, too:

*“The research data we’ve compiled on characteristics for some of **the most highly engaged organizations** shows one of the most important factors in a highly engaged company is **the strength of its learning programs.**”*

— Josh Bersin, Bersin by Deloitte

Development opportunities truly matter for employees, and it should matter for organizations, too. If employees aren't growing, they're going.

The future of the workforce depends on learning and development to not only educate workers and prepare them for what's coming — but also to help engage and motivate employees to perform at their best.



In this e-book, we want to focus on:

- Helping you consider the intimate relationship between learning and engagement
- Why it should be part of your engagement strategy
- How to start bringing it all together



*Learning: An integral
part of employee
engagement*

Demand for learning is increasing. A lot.

Jobs and the skills needed to contribute to those jobs are shifting more quickly. Overall, people are staying at their jobs for a much shorter period of time.

*As a result, employees need more agility
in their learning programs.*

Unfortunately, most organizations **aren't**
dedicating more time to training.

*In fact, research from ATD shows that companies
dedicate around **30 hours of training per employee, per year.***

30 hours/year = 2.5 hours/month = 37.5 minutes/week = 5 minutes/day

Fortunately, they **are** spending more overall.

*According to Human Capital Media research,
62 percent of organizations are anticipating an increase
in spending. Yet, that increase comes as employers are still
adding employees to their organizations — meaning **they
still need effective and efficient learning solutions.***

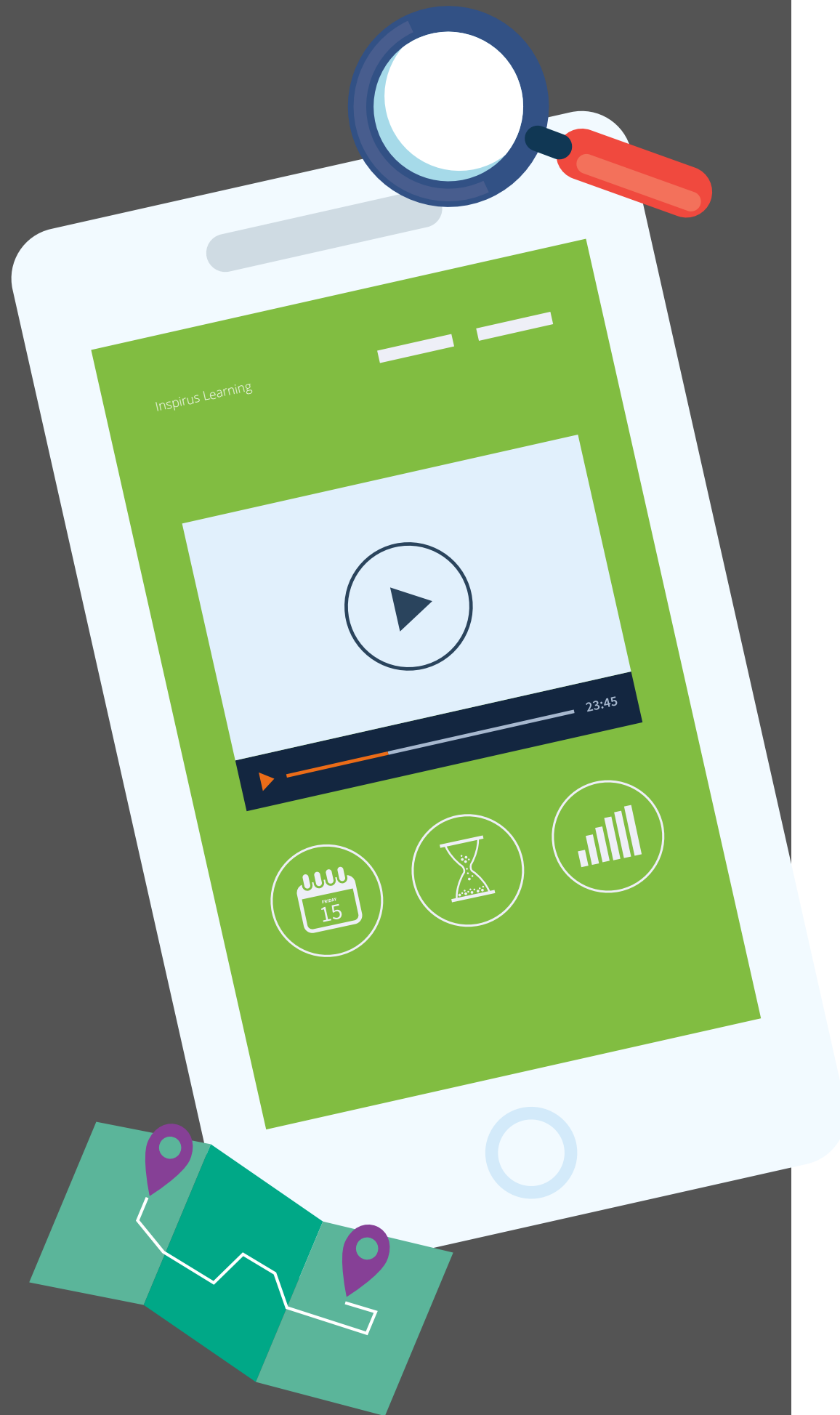
Employees need learning and development more than ever. And they need it **delivered effectively**. Why?

- They need development to unlock future **job opportunities** and job security.
- Organizations that prioritize learning can become high performing and **engaged in incredibly transformative ways**.
- Technology, such as mobile devices, can help organizations deliver training where, when and **how an employee most needs it**.
- When done well, learning and development is **a win-win** for the organization and for employees.

How can you give employees a great learning experience while engaging them?



*Why the right type of learning
matters for your learners*



Think about a piece of technology that's within your reach: **your smartphone.**

The average user engages with their smartphone around **200 times a day.**

While none of these interactions are very long, they can **get a lot of information to the end user quickly.**

In fact, people naturally go in and out of applications, getting information such as directions to a meeting, information about a new product or updates to an email.

Now think about your LMS and how often employees interact with it.

More than likely, if employees get into your LMS more than once a month, your organization is probably above average. When they do interact with it, it's often for **hours at a time** because all of the knowledge is locked into formal courses.

And **where are they interacting** with it? Likely only at their work computer or at a shared workstation.



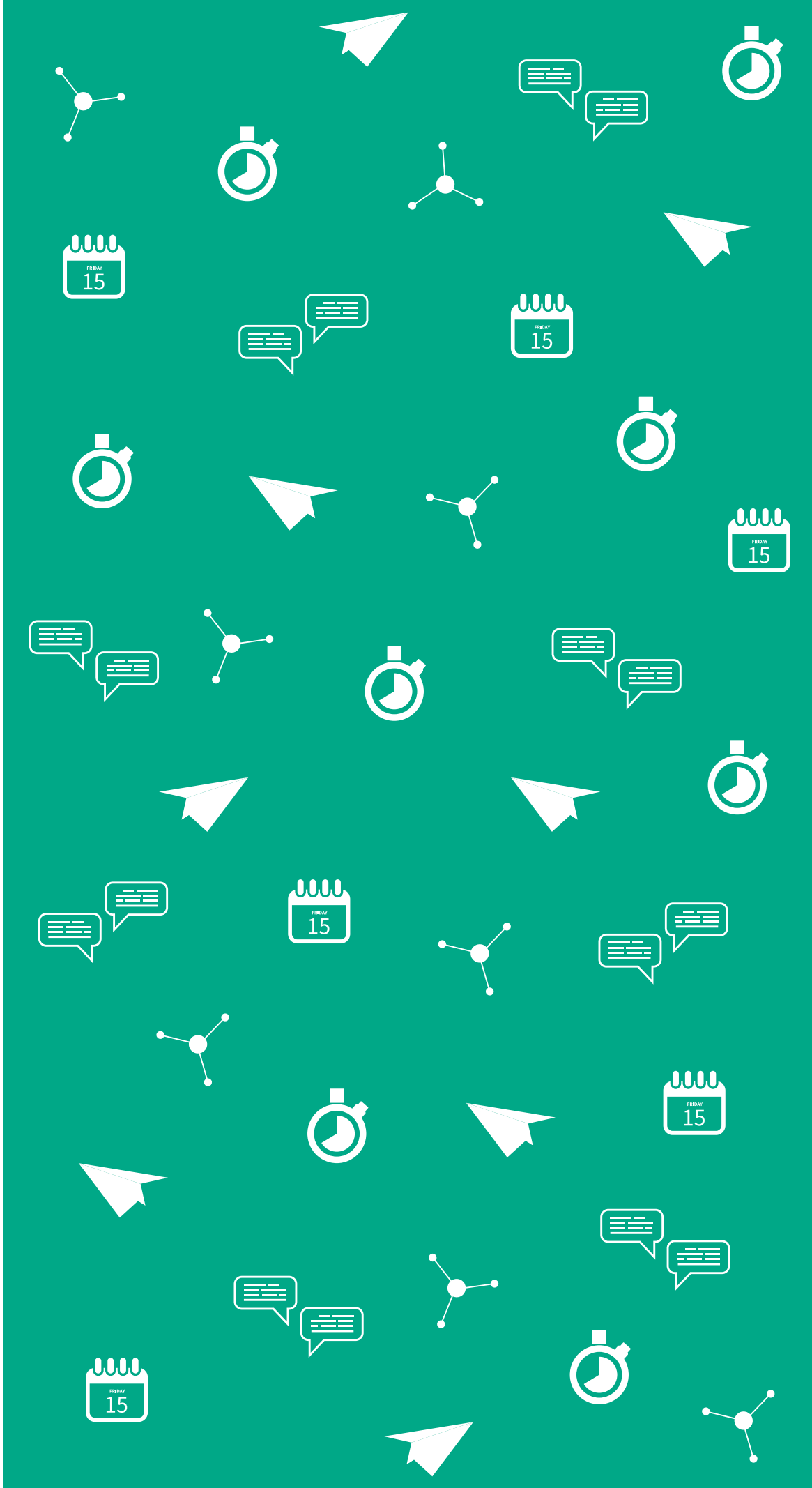
There's a **serious disconnect**
between the way people naturally get
information and the way we present it
in a learning system at work.

Perhaps it's time for a change.

One way to make that change is through **micro-learning** with a game-based approach to retention. **Here's what it looks like:**

- You take key parts of learning that you want to emphasize and **break it into smaller pieces of learning** — chunking.
- You have the **choice** to use knowledge checks or games to reinforce content and **convert more information** from short-term to long-term memory.
- Expect engagement to last **five to ten minutes** at a time.

*This isn't a replacement for an LMS,
but it can help **increase the effectiveness**
of your learning programs by helping learners
retain more knowledge and put that knowledge to work.
After all, learning hasn't truly taken place
until **behavior changes**.*



Regardless of the approach you take, we think there will be **five key traits** of a new form of **learning at work**:

1. ***It will be in flow:*** Learning will become a part of the **natural rhythm** of how employees work on a day-to-day basis instead of something they're obligated to do a few times a year.
2. ***It will be accessible:*** Employees should be able to access learning **where and when they want**, on the devices they want to use.
3. ***It will be effective:*** Information should be effectively conveyed in a way that **helps employees** absorb the information.
4. ***It will be engaging:*** Learning should be **fun and easy** for employees.
5. ***It will be self-directed:*** Ultimately, employees should drive their own learning goals and **pull learning**, rather than having it pushed on them.

*How to bring learning and
engagement together*

The equation is **simple**:

If you want to increase engagement,

figuring out how to **increase learning effectiveness** should be one part of your approach.

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The side effects of effective learning

are a **significant increase** in company performance, **employee satisfaction** and motivation.

But learning is only one approach of many that you can use to improve engagement. For instance, you could also use any of these programs to **increase engagement**:



Recognition and
Rewards



Wellness and
Well-being



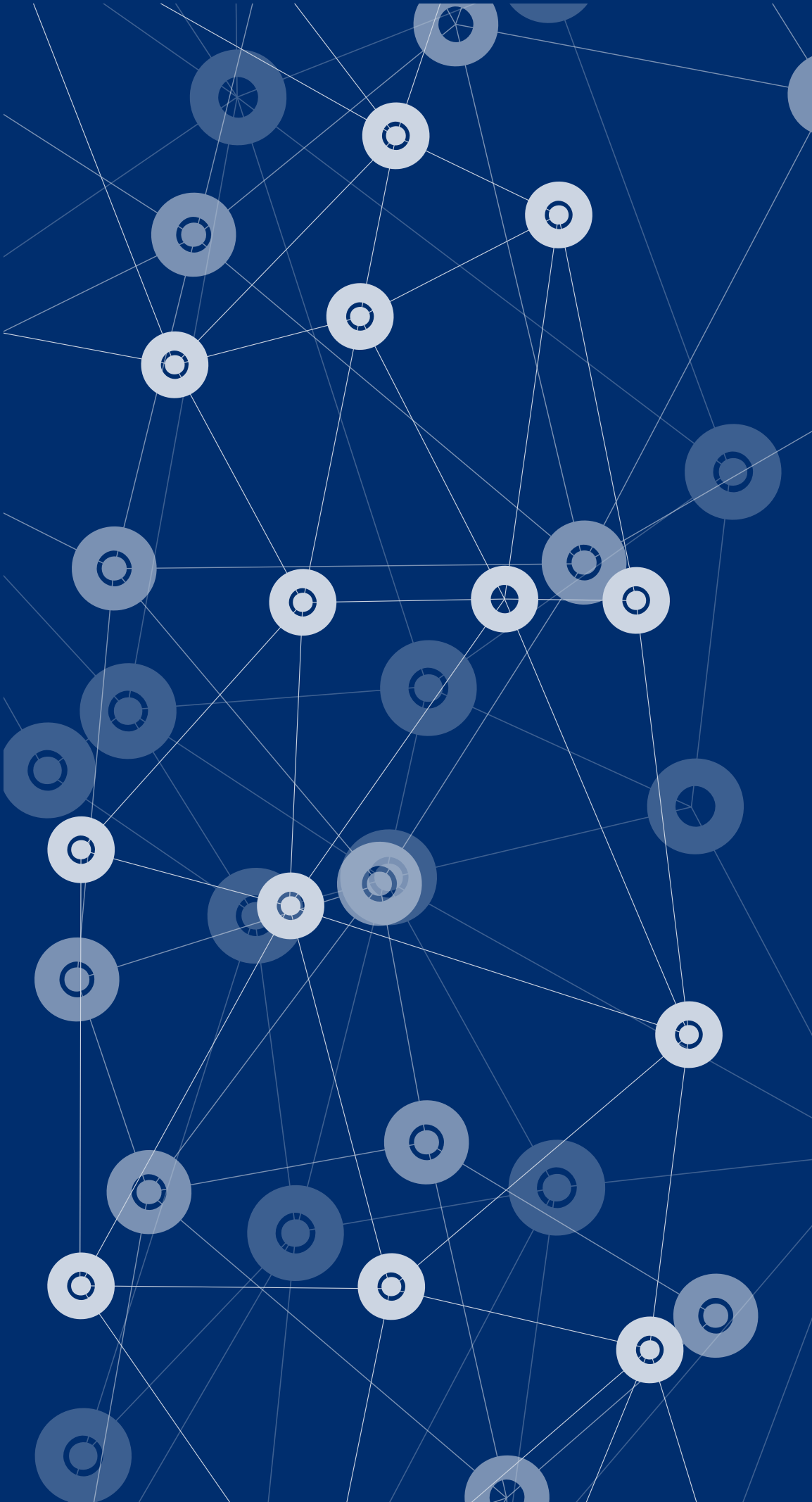
Community
Involvement



Safety and
Performance



Employee
Surveys



Although learning is a key part of many of these programs, bringing them all together intelligently and cohesively can be a **real challenge**.

In many organizations, these initiatives are spread across multiple areas of your business. If you're trying to create a strategy where programs work hand in hand to solve the same goal, being able to execute on that vision requires many siloed areas of the business.

*Most programs — learning, recognition and well-being, for instance — **need a thoughtful approach** if you're going to get the maximum value out of them.*

Inspirus has **a different vision**
for learning and development.

We want to:

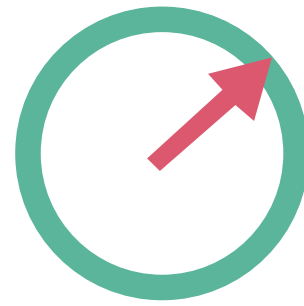
- Help organizations close the gap in learning and engagement **strategy and execution**
- **Unite** formerly disparate initiatives under a common technology platform
- **Encourage and increase** employee engagement, performance, learning and motivation

Our **vision for learning** follows four key points:



Encouraging micro-learning opportunities:

Since employees only have a few minutes a week for learning, we want to maximize learning opportunities that can fit in that time frame while still making an impact.



Taking a game-based approach to retention:

We want to provide a fun way to engage learners while ensuring that the concepts you're teaching stick with the employee beyond the training.



Aligning with other learning and engagement programs:

We want to make sure learning is aligned with your existing LMS and learning goals as well as recognition, well-being, analytics and more.



Being responsive:

We want to make sure your employees have the right technology tools, such as mobile-enabled apps, so they can access learning on their terms.

*Ultimately, we want to help you build more effective learning organizations by continuing to develop technology that **employees want to use** in the context of their day-to-day work habits.*

Today's workforce, with multiple generations and **changing expectations**, is beginning to demand tools that increase their:

- Engagement
- Learning
- Performance

*Inspirus has a vision
for **the future of learning**
that meets those challenges.*



Do you want to **learn more** about how
we can help you align learning and engagement?

Get in touch with us today.