



Think differently
with data

Use your LMS data
in new ways



Learning pocket guide 3 of 3

Introduction

Your LMS should be the most complete source of learning activity in your organisation.

Reporting is a necessary part of your learning strategy and can affect the ways in which learning campaigns are executed in the future.

However, are you using data in the most efficient way it can be used?

In the final part of the Reporting Pocket Guide series, we will reimagine the ways in which you can use your data for the ultimate reporting success to transform your e-learning strategy

Before we begin

During the planning process, you should have asked yourself how you are hoping for your results to shape how you will deliver learning, particularly in consideration with developing future learning solutions.

Think about:

- How your audience currently learns
- Your learners most commonly chosen learning approaches

By being aware of how your audience learns, you can become more familiar with some of the less obvious approaches which will provide valuable data when considering the format of the proposed programme.



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How do they learn?

Find out:

- How long do your users typically spend e-learning?
- What does this suggest for maximum module duration?

Learning durations are on the decline. Whilst courses averaged a completion time of one-hour fifteen years ago, modern learning is expected to be a lot shorter to match modern learner expectations.

With microlearning courses boasting a completion time of three to five minutes, it is worth trialling shorter learning courses to examine the subsequent results. What have you got to lose?

When do they learn?

Find out:

- What time do users log in to learn?
- Is there a pattern?
- Are they learning during working hours, or during their commute?

If your users are learning during their commute, find out if you can design the learning to suit their movements:

- Which devices are they logging into to complete learning?
- Are they desk-bound, or are they choosing to access learning on mobile devices?

By analysing the time spent on mobile devices and the time the device was logged into, you will gain an understanding of your users' prime learning times and habits.

What are your required completion rates?

Find out:

- What is the average completion rate?
- How many attempts does it take for training to be completed?
- Do completion times and rates vary by types of content or device used?

Try to determine the optimal format of your training solution and use these results to tailor future learning campaigns.

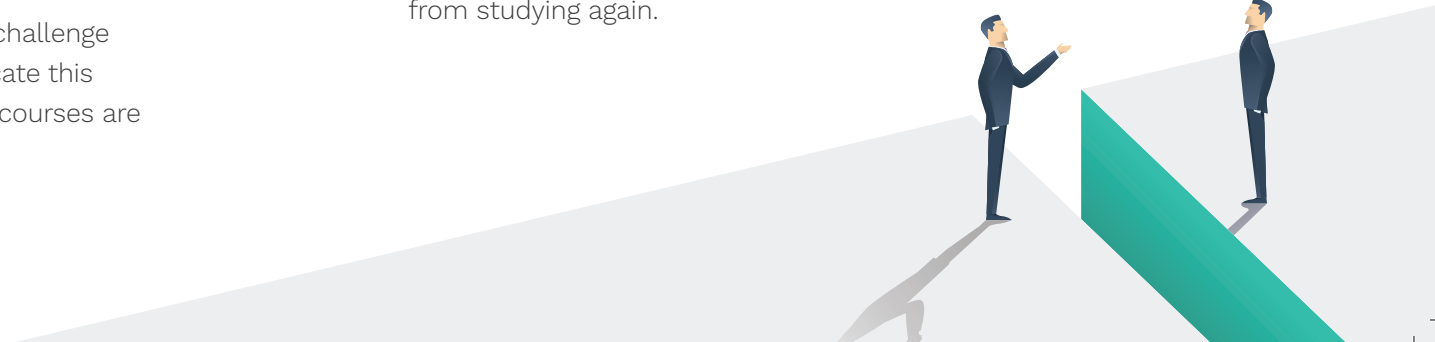
By understanding which courses offer your learners a challenge without being frustratingly difficult, you can then replicate this level of difficulty in your future courses to ensure that courses are sufficient at upskilling your workforce.

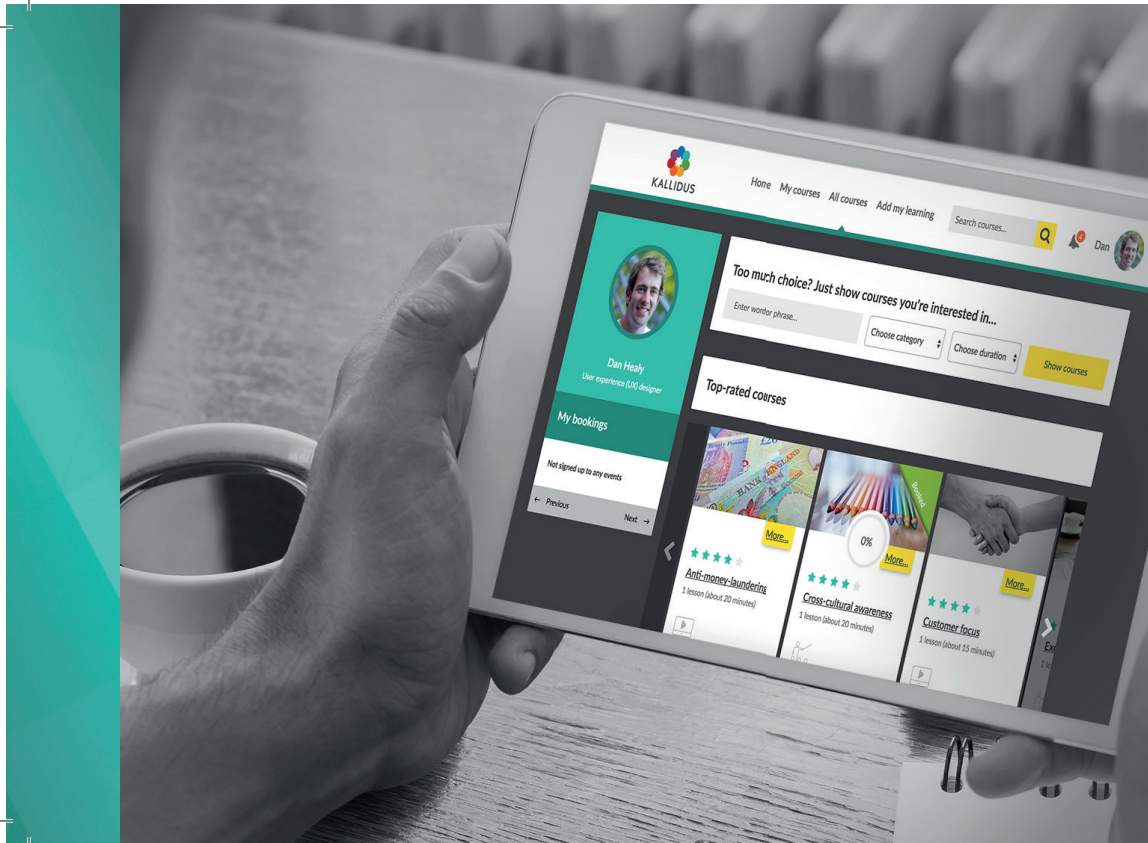
What do they already know?

It is important to consider what your learners may already know about a subject and their competencies in this field.

Your LMS can reveal what your target group users already know about a specific subject, and then acknowledge pre-existing competencies in order to move beyond these to target areas that require improvement.

You can also structure the programmes in your LMS so that those who have already completed some relevant training in the past are exempt from studying again.





What are their preferences?

By analysing which courses work best and are completed most quickly, you can gain insights to uncover the reasons for their preferred choices.

- A course that takes longer than expected to complete may require further analysis to understand why learners struggle to complete it in the recommended time
- A course enjoying higher completion rates may be worth replicating for adapting other courses
- Courses reporting high pass marks may be too simple

Every course should be accessed for its success – and then evaluated as to the reasons why.

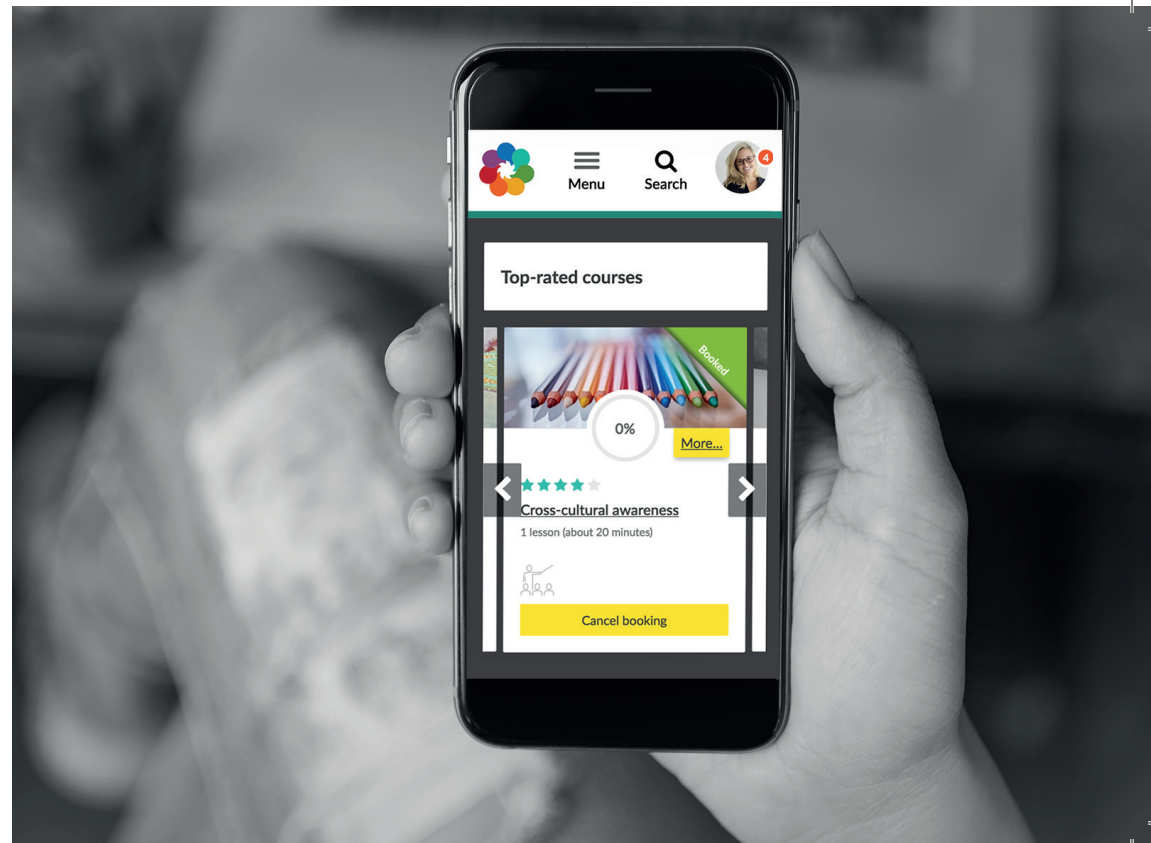
Use reports to benefit your users

Use search results to provide you with valuable data to enable you to decide where to invest your budget and resources. These search results can help you to:

- Analyse what your learners are searching for
- Propose the development of new content
- Revisit existing content for improvement

You should firstly prepare a strategy during the planning process, followed by confirming the most effective reporting deliveries.

Once this is secured, you can ensure that your approach to learning is strategic and tactical, based on reliable data.



Transform your learning strategy

Delve deeper into your learners' motivations to ensure that your learning modules are in sync with their needs.

Speak to one of our experts for more information.

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