

CHECKLIST

LEARNER ENGAGEMENT CHECKLIST

Deeply engaged learners are more motivated to try harder and improve themselves. They actively seek to increase their performance and develop their knowledge and skills. As such, this kind of engagement is incredibly powerful in personal development.

But whilst online learning can be highly effective, it also means your learners are only one click away from hundreds of distractions. And we all know those cute cat videos on YouTube can be extremely tempting.

Learner engagement is an enormous challenge for L&D professionals and educators alike. With this in mind, we have created an interactive learner engagement checklist. Work your way through the list to ensure you have included all ingredients necessary to fuel your engagement engines.

Let's go!



1. Make Training Accessible

Learning needs to be easy to consume. After all, your engagement levels are guaranteed to suffer if accessing training is difficult, regardless of how well you design your learning experiences.

- ☐ Ensure your LMS has an intuitive learner dashboard. When your learners know where to click and how to find their training, there is less chance of them getting lost or frustrated.
- ☐ For instance, use a familiar and straightforward menu structure and keep it consistent throughout your entire learning management system.
- ☐ Create a strategy that allows learners to access training on multiple devices. This lets your end users choose how they learn and increases engagement through variety.
- ☐ Use a mobile-first design on your mobile learning app to encourage effective anytime and anywhere learning.
 - ☐ Similarly, make sure your content is optimised for mobiles.
- ☐ In addition, provide online / offline sync options on your mobile app solution, to ensure your end users can learn, regardless of whether they have an active internet connection.
- ☐ Make sure your content is easily digestible. You can do so by utilising microlearning.
 - ☐ Break broader topics into short 2-5 minute microunits.
 - ☐ Stay on topic and only cover one learning objective in any one microunit.
 - ☐ In addition, ensure your microlearning units are varied and engaging by using a variety of multimedia assets and approaches.

2. Structure Your eLearning Courses

Your course structure matters when it comes to learner engagement. In fact, a good structure can be the deciding factor between learning success and complete failure. As such, the stakes are high.

- ☐ Start by conducting a [training needs analysis](#) to understand what your learners need to know.
- ☐ Clarity is essential when it comes to engagement and learner confidence. As such, set clear training goals from the beginning.
- ☐ And make sure your training goals are reachable. No learner will be motivated to work hard for a goal that feels impossible to achieve.
 - ☐ You can do so by ensuring your goals follow the SMART formula.

- ☐ Now is the time to decide on your instructional strategy. This helps you to define the process by which your course is going to engage your learners.
- ☐ Categorise your broader learning content into smaller content units.
- ☐ Make sure your content is grouped logically. Your content can flow:
 - ☐ Progressively
 - ☐ Independently
- ☐ Then, arrange your training content in Levels to give learners clarity over their progression. This also provides milestones for learners.
- ☐ Ensure learners have both mandatory and optional training content to complete. This ensures your learners have more information available if they want to deepen their knowledge.

3. Focus On Content

While facts and stats provide all the necessary information, they are rarely engaging. As such, your course content and design must be relevant and interactive to be engaging to your learners.

- ☐ Invest in high-quality content and take the time to carefully craft your courses.
- ☐ Review your content to fix typos or other mistakes and remove whatever is not necessary.
- ☐ Remember to keep your content interactive. This is especially important in self-paced learning courses.
- ☐ Many LMSs will help you to do this by offering a comprehensive authoring tool. Alternatively, you can use an authoring tool from [another supplier](#).
- ☐ Humans are visual animals, and visuals tend to be more engaging than plain text. As such, take care to spice up your content with videos and images.
- ☐ In fact, make sure to include a variety of eLearning content and media in your courses to cater to different learner preferences. These include, for example:
 - ☐ Presentations
 - ☐ Quizzes
 - ☐ Audio files
 - ☐ Imagery
 - ☐ Video & Animations
 - ☐ Live streams
 - ☐ Podcasts
- ☐ Use learning games to make your training content more fun and engaging. Our [game templates](#) can get you off to a good start!

- ☐ Focus on providing examples and different contexts to ensure a more comprehensive understanding.
- ☐ However, above all, it's essential that you survey and ask for feedback from your learners to understand what content types they prefer.
- ☐ You can also take advantage of the power of narrative! After all, storytelling has been used to retain and pass down knowledge throughout history.
 - ☐ Weave narrative into the content itself. When learners progress and get access to more advanced content, they can unlock the next parts of the story.
 - ☐ The crucial thing is to make sure that your narrative properly aligns with your company's mission and culture.
- ☐ But that's not all! Take things to the next level by encouraging user-generated content (UGC).
 - ☐ You can do so by including UGC in your curriculum and training programme. As we know, recognition is an excellent way to boost engagement.
 - ☐ You can also make it a competition. Why not reward users whose UGC has received the most 'likes' or has been rated the highest by other learners? These rewards can be Badges, XP or even real-world rewards.

4. Communicate With Your Learners

Simply crafting an online training programme and hoping for the best is not enough to engage your learners. Instead, you need to be a true advocate for your training programme.

- ☐ Create a buzz around the launch. Use emails and real-world posters to make sure everybody knows what's coming and how excited they should be about it!
- ☐ Share regular communications. This helps you to weave your training programmes into your company culture.
- ☐ You need to shine a spotlight on and promote any vital training that your learners need to complete.
 - ☐ Take advantage of your LMS's social feed and other popular communication channels your organisation uses.
 - ☐ In addition, if you provide a mobile or desktop application, send push notifications.
 - ☐ Focus on promoting individual courses and your training efforts as a whole.
- ☐ Set up email notifications that notify learners when:
 - ☐ They have been added to the LMS
 - ☐ Have been enrolled in a course

- ☐ Have an upcoming due date
- ☐ However, that alone is not enough to boost engagement. As such, take care to provide details that highlight the value of your training programme.
- ☐ Share training wins and highlight individuals' positive performance to your learner audience.

5. Tailor Your LMS And Learning Courses

By customising your learning platform and personalising your content, you can ensure your training is delivered in the most effective way possible. This will help to keep your learners engaged in the process.

- ☐ Your user interface should reflect the nature of your brand. When it's attractive to the user, they are automatically drawn towards desired actions and learning activities.
- ☐ Branding your training programme is a great way to create a seamless learning experience. Ensure your LMS is customised in the following areas:
 - ☐ Logo
 - ☐ Brand colours
 - ☐ Custom imagery and banners
 - ☐ Customised terminology and platform name
 - ☐ Domain name
- ☐ Similarly, use consistent colouring on your LMS to highlight areas with similar themes and functionality.
- ☐ And make sure each learning level is customised to reflect the theme or narrative of your training programme.
- ☐ But that's not enough! Personalising your individual learners' training is an excellent way to boost engagement as it makes learning more relevant and meaningful.
- ☐ As such, you should personalise each learner's experience by:
 - ☐ Choosing the format in which content is presented or providing a variety of content styles.
 - ☐ Modifying the level of difficulty.
 - ☐ Assessing learners' behaviours and test results and providing feedback and additional training interventions where relevant.
 - ☐ Adjusting the pace of each learner's programme.

6. Gamify Your Courses

Gamification is one of our favourite allies in making training fun and engaging. By creating healthy competition between your learners, team or departments, you are guaranteed to see engagement and motivation levels skyrocket.

- ☐ Gamify your training programme to turn learning into a friendly competition.
- ☐ Do so by ensuring your learning management system (LMS) offers built-in gamification features:
 - ☐ Use Experience Points (XP) for progress or achievement.
 - ☐ Add Badges for learning or activity milestones.
 - ☐ Include Leaderboards for peer and team competition.
 - ☐ Add Levels learners can unlock as they progress through a course.
- ☐ Set realistic and achievable goals and reward learners with Badges when they meet those targets.
- ☐ Offer rewards for learner engagement. While features like Badges and XP are good, you can take it to the next level by including real-world rewards!
- ☐ However, make sure your rewards are tied into your organisational culture and fit in the course's context.
- ☐ You can also reward learners by using Streaks. Streaks are attached to an action and learners get a reward for completing said action. This could include, for example, logging into the platform 10 days in a row.
- ☐ Gamification is all about making training fun. You can add to that by adding fun elements throughout your platform.
 - ☐ You can relate these to public holidays and create, for example, Easter eggs or treasure hunts.

7. Take Inspiration from Social Media

Social learning is a powerful way to reduce learner isolation and engage your learners emotionally. After all, we learn and retain information better if the learning occurs within a social context.

- ☐ Social learning features help you to create an engaged online learning community. Make sure to include the following on your platform:
 - ☐ Live Chat to provide opportunities for learners to communicate with one another.
 - ☐ Social Feeds to encourage learner-to-learner communication.
 - ☐ Clubs to build networks around specific subject matters.

- ☐ An Experts Area to make it easy for learners to access help and the knowledge of your organisation's subject matter experts.
- ☐ The ability to rate and comment on content to allow your learners to share feedback about their training experiences.
- ☐ Team-based Leaderboards to encourage healthy competition.
- ☐ Squad Battles to allow your learners to demonstrate their mastery as a group.
- ☐ Surveys to facilitate further feedback from learners about their training programme.
- ☐ And like with your traditional eLearning content, social learning needs to be varied and fun to be engaging. As such, you can use social learning features to host:
 - ☐ One-to-one tutor interactions where learners can ask questions and clarify their understanding.
 - ☐ Learner presentations that demonstrate their skills and understanding to their peers and instructors.
 - ☐ Q&A sessions where learner groups can ask questions to drive easier comprehension and deeper understanding.
 - ☐ Post-and-comment interchanges that stimulate discussions and help learners learn from their peers.
- ☐ Provide a platform that enables the production of user-generated content. You can do so by introducing content-specific discussion groups to your LMS.
- ☐ Encourage discussions where learners share opinions, observations and experiences in both structured and unstructured conversations.
- ☐ You can encourage discussions by instructing your Admins to like and respond to any comments learners add to their Social Feed and Clubs.
- ☐ Enable your learners to share any achievements or certifications earned through your learning system to their social media profiles.
- ☐ This helps your learners to gain recognition throughout their professional network, which is a source of intrinsic and extrinsic motivation.

8. Track Results & Improve

Tracking your learners' performance and progress provides you with some invaluable data. You can then use this data to improve your training programme and ultimately enhance learner engagement.

- ☐ Modern LMSs offer vast reporting features that help you to track your learners' progress. You should use those features to track:
 - ☐ The total number of users.
 - ☐ The total number of active users (as a percentage of the total).
 - ☐ The last time your users logged into their LMS and if this number is going up or down.
 - ☐ How often your learners access their training platform.
 - ☐ The time your learners spend on a course or activity.
 - ☐ The results of assessments, quizzes, exams or practice tests.
 - ☐ The number of attempts your learners needed to complete an assessment, quiz or test.
 - ☐ Activity on your social feed.
- ☐ The number of Badges your learners have earned.
- ☐ The volume of user-generated content.
- ☐ The percentage of learners who complete more than one course.
- ☐ The percentage of learners doing more than mandatory courses.
- ☐ On top of your regular analytics and metrics, you will want to know what your learners truly think about their learning experience. As such, ask how users feel about your training programme.
 - ☐ You can do so by using survey tools on your LMS.
 - ☐ Similarly, content rating systems help you to determine what kind of content your learners find most valuable.
- ☐ After collecting feedback, analyse which modules or content components have been the most engaging and successful.
- ☐ Then, make sure to take action and improve your course offering and structure according to user feedback. This will make your learners feel valued, which increases engagement.

Wrapping Up!

Learner engagement is one of today's biggest L&D challenges. Modern learners have increasingly short attention spans. This means that educators have just a few seconds to grab their learners' attention.

By following this checklist, you have made sure to include all necessary engagement tools and features. And with learning platforms like [Growth Engineering LMS](#), you are guaranteed to boost your engagement levels!

Hungry for more knowledge? Head to our [checklist archive](#) to download our other interactive tools and supercharge your training interventions!



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