

YOUR ENGAGEMENT STRATEGY TO WIN THE WAR ON DULL ONLINE LEARNING



YOUR MISSION:

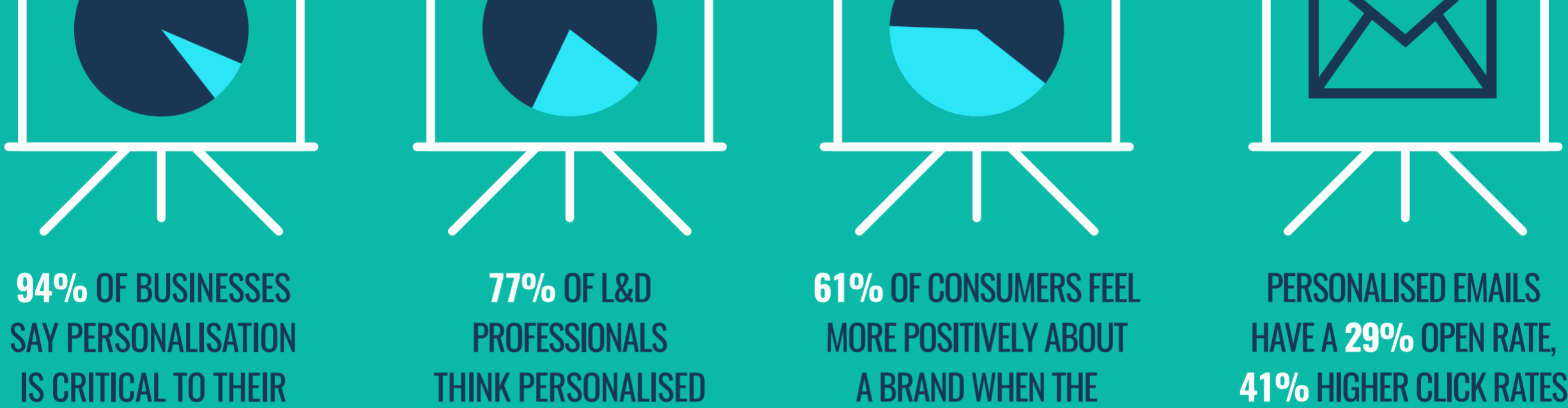
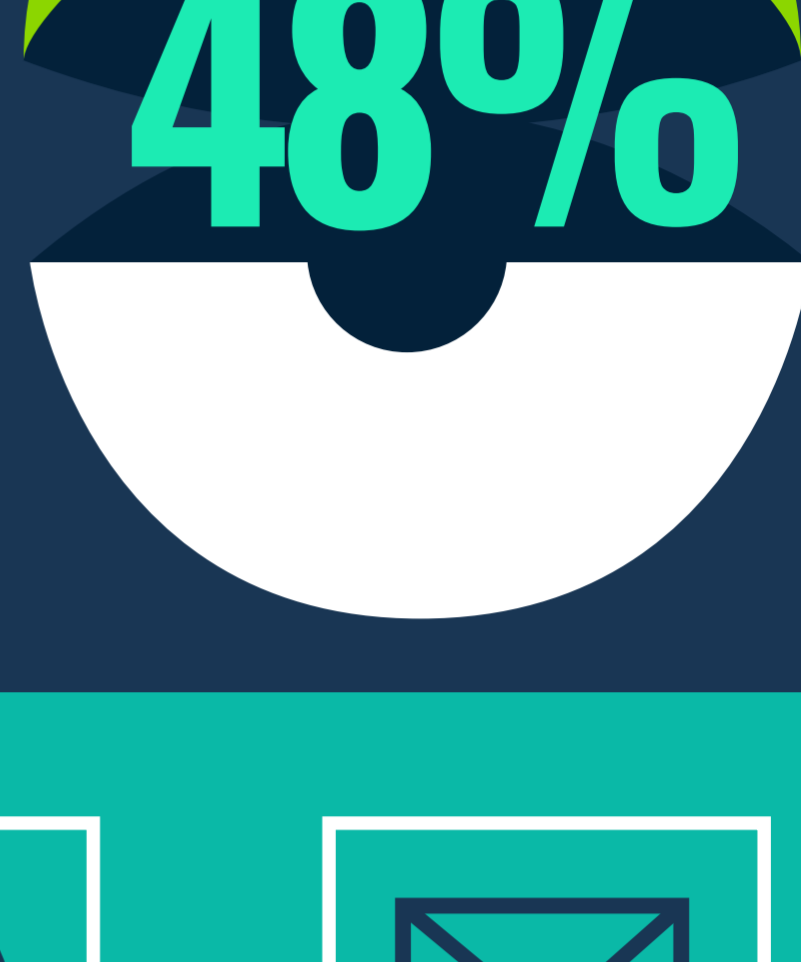
SAVE THE **87%** OF EMPLOYEES THAT AREN'T ENGAGED AT WORK!

Ready to start building your online learning engagement strategy?



11 OUT THE 12 PEOPLE TO HAVE WALKED ON THE MOON WERE BADGE-HUNGRY SCOUTS. SO GAMIFICATION CAN TAKE YOU OUT OF THIS WORLD!

ORGANISATIONS WHO DEPLOY GAMIFICATION IMPROVE ENGAGEMENT BY 48%



94% OF BUSINESSES SAY PERSONALISATION IS CRITICAL TO THEIR SUCCESS

77% OF L&D PROFESSIONALS THINK PERSONALISED LEARNING IS VITAL TO EMPLOYEE ENGAGEMENT

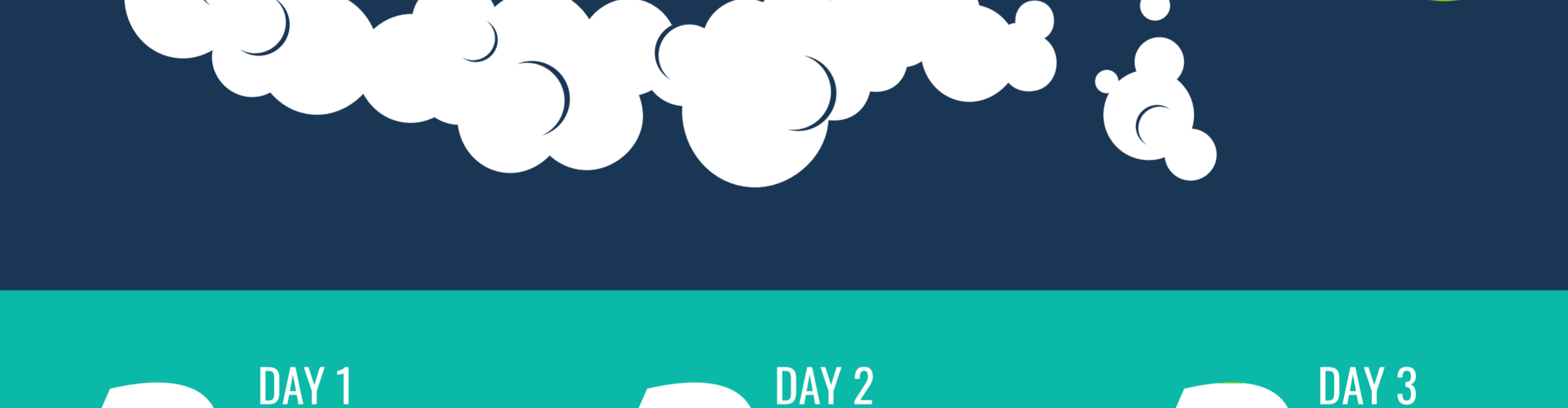
61% OF CONSUMERS FEEL MORE POSITIVELY ABOUT A BRAND WHEN THE MARKETING MESSAGES ARE PERSONALISED

PERSONALISED EMAILS HAVE A 29% OPEN RATE, 41% HIGHER CLICK RATES AND GENERATE 6x MORE REVENUE PER EMAIL



MILLENNIALS WHO MAKE UP 60% OF TODAY'S WORKFORCE LOVE THE FUN, PLAY, TRANSPARENCY, DESIGN, COMPETITION AND ADDICTION THAT THEY CAN ACHIEVE IN A SINGLE SOCIAL OR SERIOUS GAME.

MIXED STUDY STRATEGIES YIELD A 16.5% BOOST IN COURSE RETENTION OVER MORE TRADITIONAL MASS TEXTBOOK STUDYING.

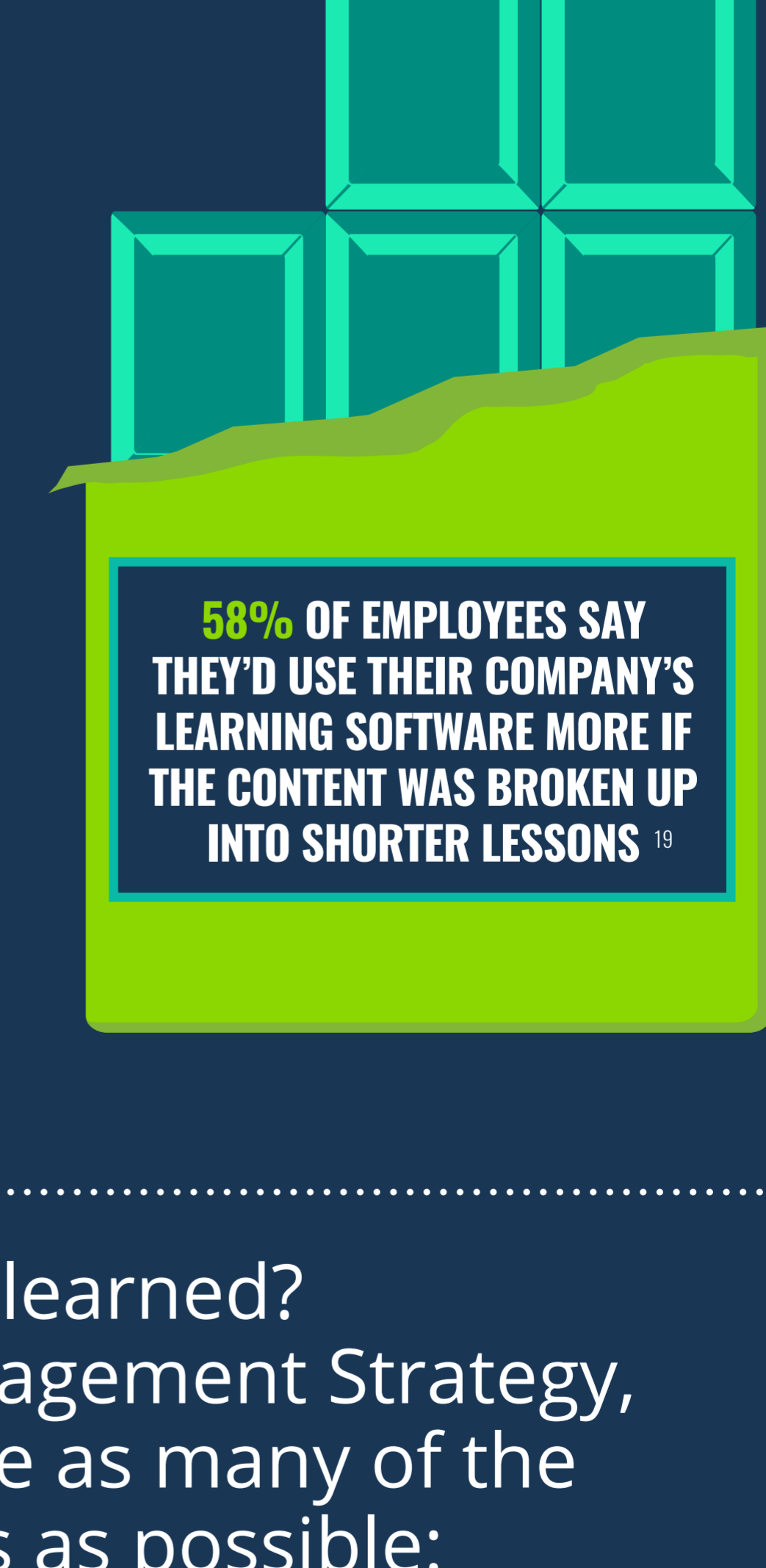


WHEN PEOPLE HEAR INFORMATION, THEY'RE LIKELY TO REMEMBER ONLY 10% OF THAT INFORMATION THREE DAYS LATER. HOWEVER, IF YOU PAIR A RELEVANT IMAGE WITH THE SAME INFORMATION, PEOPLE WILL RETAIN 65% OF THE INFORMATION RELAYED THREE DAYS LATER.

83%

OF RESPONDENTS FOUND TEASER CAMPAIGNS TO BE EFFECTIVE

OUR BRAIN IS 68% MORE ACTIVE WHEN WE ARE HAVING FUN!



What have we learned? When building your Engagement Strategy, you should incorporate as many of the following elements as possible:

CHECKLIST

- GAMIFICATION
- PERSONALISATION
- SOCIAL
- GAME-BASED LEARNING
- MIXED APPROACHES
- HIGH IMPACT VISUALS
- TEASER CAMPAIGNS/VIDEO
- FUN
- MOBILE
- BITE-SIZE



Need help developing your own learner engagement plan? Then visit the engagement experts:

WWW.GROWTHENGINEERING.CO.UK

(1) <http://www.gallup.com/poll/165269/worldwide-employees-engaged-work.aspx>
 (2) https://www.nasa.gov/audience/foreducators/informal/features/F_NASA_and_Scouting.html
 (3) <https://www.aberdeens.com/research/12461/12461-kb-cc-gamification/content.aspx>
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 (5) <http://www.brightwavegroup.com/news/77-per-cent-of-l-d-professionals-feel-that-personalised-learning-is-vital-to-employee-engagement/index.html>
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 (8,9) <https://bloomfire.com/wp-content/uploads/2015/06/WP-Social-Learning-0515-WEB.pdf>
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 (19) Westfall, Brian. "The LMS Features That Drive Employee Engagement." Software Advice.