

YOUR GUIDE TO:

EPIC MEANING



EPIC MEANING: HARNESSING THE POWER OF PURPOSE IN LEARNING

Are you ready to embark on a real adventure - one where once you come out the other side, you'll have grown into a whole new (and dare we say, 'better') person?

As you journey through this guidebook, you'll uncover everything you could ever hope to understand about the wonderful world of Epic Meaning!

With our help, you'll be able to instil it into every part of your training programme to increase effectiveness and deliver greater return on investment. Soon your learning technology solution will resonate with your learners on a whole new level.

Join us to discover what Epic Meaning is and how it can transform your training programme.

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WHAT IS EPIC MEANING?

Epic Meaning is that sense of purpose that fuels our passion for a cause. The cause itself is variable. Whether it's showing leadership in the workplace, an all-night gaming marathon or inventing the next best thing since electric scooters!

As such, Epic Meaning has a little to do with defeating ice-dragons and a lot to do with creating a sense of purpose. By harnessing the power of purpose, you can [change behaviour](#) and transform your organisation.

Epic Meaning Explained

In her groundbreaking TED Talk, '[Gaming Can Make a Better World](#)', game designer Jane McGonigal describes Epic Meaning as our desire to do something that matters. We are goal-oriented creatures, who long for purpose and are keen to be of service.

This is why computer games are so popular — they give us opportunities to do something we perceive as meaningful. McGonigal says: "Gamers love to be attached to awe-inspiring missions and human planetary-scale stories."

Just like gamers, we all want to change the world! This is what Epic Meaning is all about — a sense of purpose that drives us to do something that matters. It is the need or urge to be part of something much bigger than just yourself.

Epic Meaning is also the first core driver of [The Octalysis Framework](#), created by gamification guru [Yu-kai Chou](#). This core drive guides us to seek a higher purpose or meaning beyond our personal goals.



DID YOU KNOW...

According to Yu-kai, Epic Meaning is 'the drive where people are motivated because they believe they are engaged in something that is bigger than themselves.'

As such, Epic Meaning is activated when your company inspires its people and gets them excited about being a part of a bigger purpose or plan.

THE BENEFITS OF EPIC MEANING IN THE WORKPLACE

Creating Epic Meaning at work is all about showing each employee how their personal brand of awesomeness is essential in achieving your company's mission. Feeling like a superhero is all well and good, but what about the business benefits?

When Epic Meaning is activated, employees choose to take action not because it benefits them directly but because it turns them into the heroes of your company's story.

As a result, they'll transform into organisational advocates. Ultimately, this helps you grow your business through your employees' passion and commitment to your cause.

As such, you should make your employees feel important by showing them how they can use their skills to change the real world. As a result, you will see meaningful business impact!

Let's explore how a sense of purpose at work can benefit your employees and your organisation.

1. Increase Employee Engagement

Research shows today's employees are motivated by work that gives them a [sense of purpose](#). So, whether your employees are on the shop floor or C-suite, make sure they understand how they contribute to your broader company mission.

This matters because nurturing your employees' sense of purpose in the workplace increases employee engagement.

In fact, research shows that [73%](#) of employees who report working for a "purpose-driven" company are engaged. And engaged employees are [17%](#) more productive than their peers.

2. Increase Productivity

[70%](#) of business executives say that embracing the company mission boosts employee productivity 'to a great extent'. Why? Because creating a sense of purpose gives employees the knowledge they need to excel in their roles.

Understanding company goals helps employees better prioritise tasks, solve problems and innovate. On the other hand, a lack of purpose and role ambiguity is a [common cause of workplace stress](#).

So, help keep your staff stress free and focused by making the purpose of their work transparent. This is important because happy employees are 13% more productive.

3. Customer Satisfaction

If your employees don't understand your company mission, then your customers definitely won't. Giving employees a clear sense of purpose in the workplace makes them better able to communicate the company mission and values to customers.

Employees with a deep sense of purpose will help keep customer satisfaction high and spread the love for your company's world-changing mission! This can lead to better business outcomes as two-thirds of companies compete on customer experience.

4. Staff Retention

Our work plays a massive role in giving our lives meaning. Everyone wants to feel proud of how their work is helping to change the world.

But what happens if your employees don't understand the value of their job or no longer believe in your company's mission? Eventually, they will leave.

And did you know that the average cost of replacing an employee can reach a staggering 33% of their annual salary?

To hold onto your intellectual capital, nurture Epic Meaning throughout your organisation. You can do this by recognising the vital role each employee plays in achieving your company goals.

When your employees feel a sense of purpose in the workplace, they will inevitably opt to stick around.



SIX STEPS TO GIVE YOUR LEARNING SOLUTION EPIC MEANING

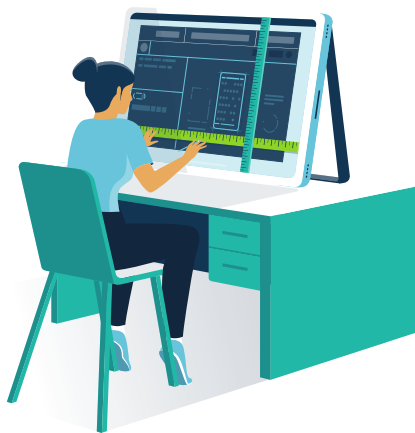
As we have explored, Epic Meaning boils down to the desire to do something that matters. It's all about being involved with a goal, being of service to something bigger and having the opportunity to be a hero.

Learning and development professionals need to take advantage of Epic Meaning to increase learner engagement. After all, if someone believes that putting more effort into their training will transform them into a hero, you can be sure they are going to give everything they've got!

You need to take the time to understand your learners. That's the only way to create training interventions that activate Epic Meaning for them. After all, how can you establish meaning for your learners, if you don't know what matters to them?

In this section, we will guide you through a 6-step process to help you deliver Epic Meaning to your learners. As a result, you will have the tools you need to create a much more effective training programme!

Step 1 – Design Your Narrative



Create [engaging online training](#) to communicate your company's mission, goals and values to your staff at every stage of the employee life cycle.

Whether your employees are learning about a new [product](#), developing their customer service skills or completing [leadership training](#), make it clear why their personal development benefits the wider company mission.

One of the best ways to instil Epic Meaning into your employee training is to incorporate an engaging

[narrative](#) into your training interventions. This allows you to drive meaning using the power of storytelling. It helps to forge an emotional link between your learners and your product or company.

After all, [storytelling is more engaging](#) than simply stating facts and stats. You can achieve the highest levels of Epic Meaning by aligning your employees' aspirations to your company's mission and values.

Step 2 – Run A Teaser Campaign

The best way to get your learners engaged with your learning platform is to get them [excited](#) about their upcoming learning journey. Generating some buzz around your training programme helps you to achieve this. And a teaser campaign is a brilliant way to give your project a roaring start!

As such, let your learners know that something big is on the way. You might use your company's internal communication channels or put up posters around the office.

The trick is to make sure you don't reveal too much. Leaving a [curiosity gap](#) makes sure your learners will be desperate to discover what is in store for them.

When everyone starts noticing the teaser, the hype will build, and the word will spread like wildfire. When you finally reach the big day, all of the preceding excitement will make it a momentous occasion for your learners!

Step 3 – Use Gamification

Gamification is a great way to layer additional purpose onto your learning experience. And isn't that the driving force behind Epic Meaning?

[Gamification](#) means taking the elements of games that make them engaging and adding them to other contexts. And it does so by using features like Experience Points (XP), Badges, Leaderboards, Levels and much more.

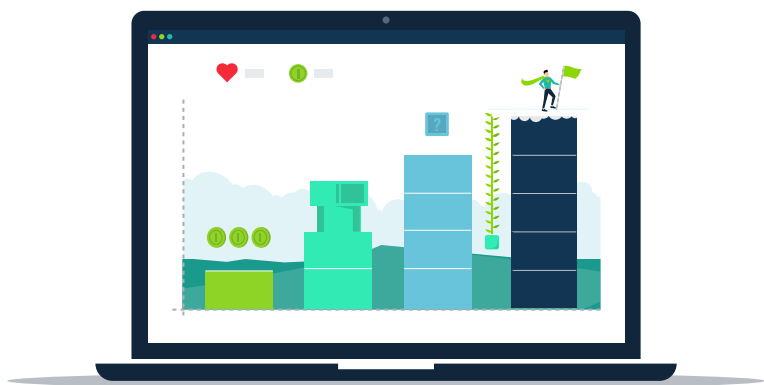
These features drive healthy competition that encourages your learners to get involved and take ownership of their training.

Earning XP and Badges is a clear indication of progress. Your learners can peek into their Badge Cabinet to see which Badges they are yet to earn. By knowing what it takes to achieve them, your learners will be incentivised to act.

Similarly, if they are close to the top spot on the Leaderboard, your learners will get a spark of motivation to explore more learning content. All these actions will make your learners experience a mini victory. They know they are one step closer to their goal.

A report by Gartner shows that **70%** of Global 2000 list companies have adopted gamification into their employee training. As such, it's not a surprise that the global gamification market has been projected to grow from **\$9.1 billion in 2020 to \$30.7 billion by 2025**.

Gamification allows you to take your Epic Meaning to the next level. By using customised learning pathways and **level structures**, you can advance the narrative as your learners progress. When a learner levels up, they'll unlock the next stage of the story.



Step 4 – Utilise Community & Status

If you want to find success on an epic scale, you need friends! Frodo has the Fellowship, Harry Potter has Ron and Hermione and Postman Pat has Jess the cat. How can anything be epic if you aren't able to share it with anyone?

We often derive meaning from others. This affects our lives, identities and goals. So, it's no wonder that research shows **76%** of people say peer praise is extremely or very motivating.

To understand the importance of social functionality in driving Epic Meaning, you only need to look at a few Massively Multiplayer Online games, known as MMOs. Perhaps the most well-known example is **World of Warcraft**.

A big part of the game is raiding. And the most epic raids are impossible to complete on your own. As such, players have to team up into large clans and

work together to defeat their extremely powerful opponents.

And this is just one example! If you allow your learners to interact with each other, you can form a learning community. Learners can use **social features** like Social Feeds, Live Chat, Clubs and Groups to share ideas and discuss different topics.

They will start to realise that they are all working together towards a common goal. And **75%** of employees regard collaboration and teamwork as important. As a result, their sense of Epic Meaning will increase!

TOMS shoes are an excellent example of Epic Meaning with social context. Their shoe programme means that when a customer purchases a pair of shoes, the company sends another pair of shoes to a child in a third-world country.

This makes the purchase extremely motivating. With a simple purchase, the customer can let others know that they are helping to improve the world and living up to their values.

Step 5 – Use Personalised Learning

Personalised learning is all about delivering the right training content to the right person at the right time. Just like fingerprints, our brains are all unique. This means we all learn in different ways and have specific training needs. As such, a tailored learning experience can be very effective.

But that's not all! Personalisation is also a fantastic way to build more Epic Meaning. If your training speaks directly to the learner in their own context, it will help engage them and make them feel special.

When training is placed into a personal context, it's much easier to understand exactly how it will help you to become the person you've always wanted to be.

As such, it's no wonder why **77%** of L&D professionals think personalised learning is vital to employee engagement.

Step 6 – Offer Rewards and Recognition

Whether we're trying to level up in The Legend of Zelda, gather all ten stamps on your coffee shop loyalty card or gain good feedback at work – we all like to receive rewards!

This is because recognition feels good and fuels our sense of purpose. As such, recognition should be an important part of your company culture, as it makes your employees feel valued.

Here at Growth Engineering, we love gamification not only because of its ability to make learning fun, but also as a reward for your hardworking employees!

Our learning management system, Growth Engineering LMS, is filled with features that help you give recognition to your best learners.

For example, you can reward employees with XP, Badges and Achievements after they complete a desired action. This could include completing content,

sharing social posts or doing well in a test.

Make sure to give each reward heaps of Epic Meaning by making it relevant to both the employees' personal achievements and the wider company mission.

You can generate further Epic Meaning by linking your training to real-world rewards. For example, let your employees use their acquired XP or Badges to benefit a social cause by tying these rewards to charity donations or corporate sustainability efforts.

After all, employees have been shown to perform better when they feel good about their company's corporate social responsibility (CSR) involvement.



MAINTAINING EPIC MEANING: THE IMPORTANCE OF THE 'ADMIN'

A good story needs a great storyteller to pull it together into something epic. It's much the same way as how good ingredients and a great chef make the perfect match for creating a mind-blowing dish.

As you infuse Epic Meaning into your training programme, you'll be sure to notice a boost in engagement. But if the engagement isn't kindled properly, you may soon see it peter out. And if this happens, all your hard work will have been for nothing.

That's why you should never underestimate the importance of your learning technology administrator! Admins hold an immense amount of responsibility in ensuring your project is successful.

They are not only responsible for the day-to-day running of your training initiative. They can also help to keep the embers of engagement burning by maintaining Epic Meaning on an ongoing basis.

The Admin

Admins have complete access and visibility over all users, content and administrative features.

Among other duties, they are responsible for managing learners and learner groups, configuring content and visibility options, maintaining consistent design and driving learner engagement.

They have a lot on their plate! For instance, they can:

- Access and view content
- Create posts
- Schedule events
- Create training paths
- [Push and pull learning content](#) to individuals
- Batch different types of content
- Monitor training outcomes
- And make changes as required

As such, their role on your learning platform is extremely important. Your admins act as guardians of Epic Meaning. They have the power to maintain a sense of purpose throughout your training solution. If they let things slip, the entire approach may be at risk. So, it's up to them to keep your training approach consistent.

Responsibilities

Considering all these tasks, it does not come as a surprise that the day-to-day running of your learning technology takes time.

Typically, administrators need to reserve 10-12 hours per week if their solution has under 1,000 users. For a larger user base, the required time increases. In fact, a learning platform with 10,000+ users often requires 16+ hours of administrative work each week.

Of course, each solution is different and may require unique approaches. More time may need to be set aside during intensive periods, such as around the platform launch or during the roll-out of a new training initiative.

How Can Admins Generate Epic Meaning?

We have discussed how to generate Epic Meaning and looked at the benefits. But we want to ensure your admins understand their responsibilities and opportunities in emphasising Epic Meaning.

With that in mind, we have collected six suggestions for how they can maintain Epic Meaning on your online learning platform:

1. Use Narrative

Storytelling has been used to convey information for centuries. It has been an important tool to retain and pass down knowledge throughout history. As such, it's no surprise that narrative and storytelling can also be extremely useful in your learning materials.

[Weaving narrative](#) into your training is a compelling and stimulating way to present your content. It not only makes learning more engaging, but it also makes information easier to remember and share.

Similarly, adding narrative into your training is an excellent way to flood your content with Epic Meaning!

When our brain encounters a good story, it releases [oxytocin](#). Oxytocin is known as the love chemical, and it's released when we connect with someone or something.

And the more connected we are, the more engaged we feel. So, your admins should focus on building a strong narrative through your training content. It is a fantastic way to evoke learner engagement, which is the key to boosting productivity and changing behaviours.

2. Keep Your Content Flowing

Imagine this: you are really engaged in a game and have been working hard to level up. Then suddenly, you reach the end and that's it.

The same can happen in learning! You never want your learners to feel as though they have peaked and cannot improve any further. As such, you should encourage your learners to embrace the idea of continuous learning and progress.

That's why it's crucial to leave your theme and narrative open-ended. This allows your admins to add new content that helps the story to continue and grow. A consistent stream of fresh and exciting content will also ensure that engagement is maintained for the foreseeable future.

Up-to-date content filled with Epic Meaning is also a great way to make content more valuable to your learners. This is extremely important as [one in three](#) employees says that uninspiring content is a barrier to their learning.

And just as with any content strategy, your admins should update older resources where necessary. Business moves quickly, which may change your theme or narrative. Updating old content helps you to ensure your training materials maintain a sense of Epic Meaning.

3. Stimulate Discussion

Your admins should also focus on stimulating discussion and participation wherever possible. Clever use of social learning is a brilliant way to keep your training programme at the front of your learners' minds. This will also help them to take the Epic Meaning on board.

If you are using a [social learning platform](#), you have all the tools you need to stimulate discussion. Growth Engineering LMS is packed with [social features](#), such as Live Chat, Social Feeds, Clubs and Groups, the Experts Area and more. These features encourage engagement and forge new opportunities for Epic Meaning.



In addition, [87%](#) of employees identify social knowledge sharing as essential. Therefore, social learning is not only necessary for Epic Meaning but for supercharging employee learning.

As such, your admins should make sure they are checking in on a regular basis to kick-start conversations and to comment on learner posts. One way to do so is to introduce admin-controlled characters to encourage social learning behaviours.

Each character should have its own purpose. For example, one could focus on interaction and stimulating effective conversation, while another could share tips and tricks on service empathy, wellbeing and fitness.

While these accounts are an excellent way to increase engagement, they are also a great Epic Meaning-generation opportunity.

Sending reminders and push notifications also helps to bring your learners back to your learning software. This will reinforce the platform as the first point of call for learners' training needs.

4. Mix Up the Imagery

There are many ways to instil Epic Meaning into the minds of your learners. One of the most effective ways to do so is to get your [imagery right](#). While images are essential for Epic Meaning, they also play a [key role in learning](#).

In fact, imagery can help learners to store information longer, aid better comprehension and act as a stimulator for emotions. After all, [40%](#) of learners respond better to visual information.

As such, before you start crafting your training interventions, you should consider the imagery and theme you are going to use throughout your learning management system and training content.

If your learners log in to your learning system day after day and see the exact same images every time, the impact of Epic Meaning will inevitably start to fade. To avoid stagnation, the admin should mix things up every now and then to keep your programme fresh and exciting.

As long as your theme and imagery are consistent, you can have some fun playing around with it. For example, if your theme includes characters, you can give them a Christmas or Halloween makeover.

Imagery helps to immerse your learners in your theme and narrative whilst reinforcing the message you are sending to your learners. Once engaged with the Epic Meaning, your learners will take more interest in their training and get more out of the experience.

5. Reward Your Learners

We all love being rewarded. Getting rewarded, whether big or small, can trigger the release of the feel-good chemical dopamine and stimulate the production of the 'love hormone', oxytocin.

They are great incentives to get learners more motivated to keep progressing in their learning journey. As such, rewards are an excellent way to drive engagement, create motivation and make your learners more effective.

Real-life rewards have the power to increase Epic Meaning and transform your training programme. Our Reward Centre in Growth Engineering LMS allows you to set up your own real-life rewards effortlessly.

This can be anything from an online voucher or concert ticket to a 'day off' pass or charitable donation. Whatever the reward may be, your admins play a pivotal role in making sure that they are related to your theme or the narrative of your training programme.

For instance, if your theme focuses on learners rising their way up the food chain in the jungle, make sure

your badges and achievements are animal-related. And even better, if your budget stretches to real-world rewards, offer your learners tickets to the zoo or the opportunity to become a lion tamer for the day.

6. Tie Everything Together

A great admin will infuse Epic Meaning into absolutely everything they produce on the learning platform. In fact, you will never find them pushing out bland and unbranded pieces of content.

By linking everything back to your theme or narrative, you will be able to tie it all together to create a cohesive learning experience.

This reinforces the idea that everything the learner does contributes to their training. And you will see increased and maintained engagement as a result.

As you can see, your administrators play an important role. They have the power to infuse your training programme with Epic Meaning and to fuel unprecedented levels of learner engagement. They do this by maintaining a sense of purpose throughout your training content.



HOW TO CREATE AN LMS MISSION STATEMENT

If you're trying to breathe new life into your training programme, the first thing you should focus on is engaging your learners.

To get their buy-in, you need to make them feel like they're working towards a worthy goal. And Epic Meaning helps you to do so! But first, you need to define your mission statement!

A [mission statement](#) defines an organisation's reason for being. It's an action-based statement that declares the purpose of your organisation.

This often includes a description of your company, what it does and your objectives. As such, your mission statement is your battle cry and your reason for being.

Why Do You Need an LMS Mission Statement?

Tesla's mission statement [reads](#), 'To accelerate the world's transition to sustainable energy', while LinkedIn aims 'To connect the world's professionals to make them more productive and successful'.

The best mission statements leave a lasting impression of your brand. While it encourages your consumers to choose you over another vendor, it also emphasises your organisation's personality to your employees.

As a result, it should be communicated to employees before their first day on the job. In fact, it should be highlighted on all your recruiting and onboarding materials to ensure your employees know it by heart.

Otherwise, your employees will come into work struggling to understand their purpose. Without a mission, your company is a rudderless vessel on an ocean of uncertainty.

And as we all know, uncertainty and an online learning solution do not go well together. After all, it means your learners will not understand the [purpose of their training](#). That's why it's also important to assign a mission statement to your LMS or learning platform.

How To Create a Mission Statement

This section is all about LMS mission statements. The following questions will help you craft a mission statement for your LMS (or any other learning platform) that is sure to get your learners pumped and ready to take on any learning challenge!



Question 1: What's your origin story?

As they say, the best place to start is the beginning. Ask yourself why your company was created in the first place. Were you created to solve a particular problem? How did you provide value to your customers?

Even if your business has come a long way since its inception, the reasons for its creation are the same now as they have always been.

But how does this help you to create an LMS mission statement? People are naturally curious animals. We love to know how things came to be.

That '[why](#)' gives people something to connect with and helps build your brand. In fact, [Simon Sinek](#) argued in his [TED talk](#) that people do not buy from a brand because of what they do, but because of why they do it.

Question 2: What do you actually do?

Different business activities have different requirements. After all, some demand a lot of customer interaction while others might have a greater focus on manufacturing.

By answering this question, you will be able to define what your main business activities are. Make sure to also explain how they relate to each other.

Question 3: What makes you different from everyone else?

A mission statement enables you to reveal what is [unique](#) about your endeavour. As such, your mission statement will have more power if you can state what makes your company special.

Many mission statements do this and focus on why customers should choose your business over your competitors.

Similarly, an LMS mission statement helps you to explain why your employees should focus on developing themselves and progressing in their learning journey.

Question 4: What's your battle plan?

If you don't have a success strategy, your mission will just be a pipe dream.

To avoid that, take a look at your current business strategy and note how your company uses its resources and processes to move forward. This should help you to outline how your **business operates** and align this with your mission.

In addition, you can identify if anything is currently amiss and focus on solving those issues. This is essential when designing an effective LMS. As such, you should ensure your mission statement is **realistic and achievable**.

Question 5: How do you want to be remembered?

Whenever anyone interacts with your company, they will get an impression of your values and mission. The first impression is **extremely important**. In fact, thanks to the **primacy effect**, first impressions are often the most lasting ones.

If you don't leverage these first impressions correctly when it comes to your LMS, your learners might have a negative interaction with the solution. This will lead to lower levels of engagement.

As such, think about what kind of impression your learners will leave with. This will help you know whether you're rallying your allies to your company's flag, or just creating more enemies to vanquish!

Question 6: How do you relate to your customers?

You can tell a lot about a business by how they treat their customers. The extent to which you're willing to bend over backwards to accommodate your customers will give you an idea of their importance in the grand scheme of things.

This is an essential question to answer, especially if your training will have a large customer service element. Emphasising the relationship you have with your customers helps you to ensure that even the newest additions to your team have the right focus.

This is very **important**, as customer reviews and word-of-mouth play a critical role in your business outcomes. In addition, **negative word-of-mouth** tends to have a higher impact and spread faster than positive feedback.

Your LMS mission statement is a chance for you to ensure your learners understand the importance of customer service.

Question 7: How do you relate to your employees?

L&D departments exist to give your employees all of the knowledge and skills they need to contribute to your organisation's mission. As such, you shouldn't need us to tell you that your employees are the driving force behind your business!

In fact, the impact of intellectual capital on a company's performance is a **well-researched topic**. It is evident that value-added intellectual capital has a significant positive relationship with an organisation's profitability. And this is reflected in the fact that over **\$130bn** is invested in employee training each year.

However, we all know that it's all too easy to take employees for granted. When answering this question, try to think of ways that you can improve the business/employee dynamic and create a greater sense of ownership amongst your learners.

Question 8: How do you encourage leadership?

Your leadership effectiveness has a big impact on your net income. **According to research**, extraordinary leaders can more than double your company's profit in comparison to poor or good leaders. As such, you can usually spot a healthy company by the quality of its leaders.

By growing great leaders, you ensure that your mission is ingrained at all levels. And remember, **true leadership** isn't about higher pay grades. It's about embodying your company's values and transmitting them to everyone else.

If it's effective training you're looking for, a culture that encourages leadership can unlock countless opportunities to capitalise on informal learning.

Question 9: What values are guiding all of these answers?

Finally, ask yourself what the common thread is in all of your answers up until now. You should be able to identify a set of values that underpin everything your company does.

You should then take these **values** and have them chiselled onto a stone tablet. These values will help you to design an LMS that resonates with your learners. After all, they are the beating heart of your organisation and the key to an effective training programme.

Transforming Your Answers Into a Meaningful Mission Statement

Building a mission statement is essential in order to craft a truly engaging and effective learning experience. By the time you've answered these questions, you should have a better idea of what your company is truly trying to achieve.

And, more importantly, you should know how your training programme can help you to achieve that goal. As such, you know the reason behind your training strategy.

When you start transforming these questions into your LMS mission statement, ensure you start with your goal in mind. In other words, describe the end result instead of the means of getting there.

For example, your LMS mission statement could read: "Implement an eLearning strategy that enables us to create, retain and leverage our intellectual capital".

And keep in mind that most mission statements are between one and three sentences long. In fact, the average length is just 29 words. With this in mind, we can safely say that short and snappy is the way to go!



HOW YOUR BRAND AFFECTS YOUR LEARNING SOLUTION

Now that you know more about Epic Meaning, it's time to dive into the nitty-gritty. Let's start by looking into how your brand can affect your learning technology solution.

A brand is an easy thing to overlook or take for granted. But it has a significant effect on your business. After all, your brand is the face and voice you use to address the world.

It's the first thing that comes to mind whenever your company's name is mentioned.

Alarmingly, a whopping 41% of employees don't know what their company's branding really is. As such, your brand is also a vital part of your internal practices, like online learning.

Imagine a topsy-turvy world where custom branding is not an option. Your learning management system looks exactly the same as any other LMS. Your learners could just as easily be using a parking metre as exploring learning content.

When put like that, it's easier to understand the role of your company's brand. It's a largely unappreciated feature of the environment, just like a wall. And in much the same way as a wall, if your brand wasn't there, your whole house might just collapse around you.

That's why we work very closely with our customers to make sure their platform really reflects them and their brand.

By customising their learning technology solution and personalising all learning content, our customers can create fully unique learning interventions.

But let's put these nightmare scenarios aside. It's time to explore how your brand works to support an effective learning solution!

Your Brand Exemplifies Your Company's Values

Unbranded, off-the-shelf online learning can give your learners all the facts they need. But the problem with facts is that they are very easy to forget. And this greatly reduces the potential for making a real difference.

For online learning to succeed, it needs to focus on behaviour change instead of just imparting empty knowledge.

To make sure your learners adopt the right behaviours, you need to keep your company values in mind before building your training interventions. After all, your values define everything your organisation stands for. A strong brand should condense these values into an overall impression.

A branded learning platform reinforces the values behind your learning content, even if it's just on a subconscious level. It gives your platform a purpose and direction and helps you to build an emotional connection with your learners.

Branding is especially important if you are using your platform for customer training. After all, on average, it takes 5 to 7 impressions for people to remember your brand.

A platform that is brimming with Epic Meaning is guaranteed to make a longer-lasting impression than an unbranded and boring solution.

Your Brand Is a Framework, Not a Rule Book

Your brand is a visual reminder of what your company stands for. This makes it an important reference point for your learners. And in the absence of an explicit training resource, it should guide them towards the correct behaviour.

For example, imagine a learning technology company whose brand reflects values like excitement, fun and positivity. If a new marketing executive is asked to write an article for the company blog, they could search for a style guide that defines the organisation's voice.

But if your brand reflects your company values strongly enough, that new marketing executive would not need to scroll through different documents and brand booklets. Instead, they can look around the colourful office decor or read the punchy taglines on social media.

By doing this, they instantly know that it's much more on-brand to 'wage war against dull online learning' than it is to 'deliver robust instructional solutions' here at Growth Engineering.

Your brand acts like a framework, providing guiding principles for your audience. As such, linking your brand and your training environment is a matter of common sense.

Strong Brands Spawn Ambassadors

When you have a brand that neatly sums up everything your business stands for, you also have a symbol that your learners can identify with. As such, a solid brand can help you create true believers within your company.

But why are true believers important? People are regularly exposed to marketing fluff and corporate propaganda. Often, their first reaction is one of distrust and cynicism — two things that are fatal to a learning programme. In fact, **84%** of millennials don't trust traditional advertising.

For example, if your company releases a document suggesting that they are the best company in the world, most people will take it with a generous pinch of salt.

But if an employee posts a similar message on your learning platform voluntarily, others will understand that the individual must really believe it.

Similarly, If your learners read something in a piece of training collateral, the impact might be limited. But, when a true believer sets a good example, it can have a great impact on the behaviour of other learners.

That's why we recommend using examples, use cases and scenario-based learning throughout your training content.

It's no surprise that **92%** of consumers believe recommendations over other forms of advertising. **64%** of marketers even state that word of mouth is the most effective form of marketing.



THREE LEARNING MANAGEMENT SYSTEMS OOZING WITH EPIC MEANING

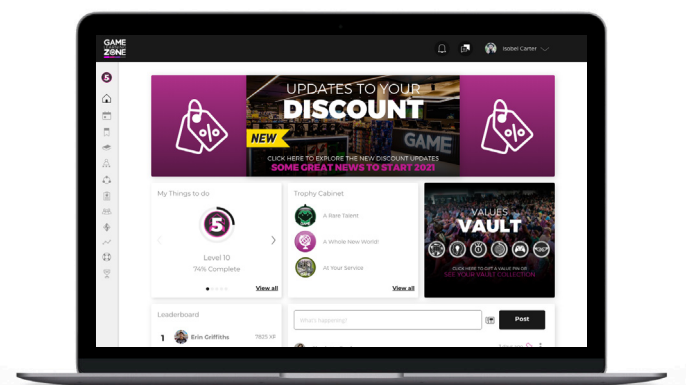
Now that you know how your brand affects your learning technology solution, we want to share some examples of Epic Meaning done right!

We have worked with some [amazing companies](#) over the years. They make the most out of our learning technology solutions and their customisation options. The best use these features to add a 'theme' to their platform, create a narrative and make the environment feel like home for their learners.

Let's explore some of these awe-inspiring learning platforms that ooze Epic Meaning!

GAME Digital

Game Digital is the UK's leading video game retailer. They focus on building the most valuable community for gamers by offering great deals on video games, consoles and accessories.



And one look at [GAME's](#) learning platform is enough to make you realise you're in a gamer's paradise!

Their large and vibrant banners are regularly updated when new games enter the market. This helps their learners know that they have new content to explore. For special events, GAME changes the colour scheme and wording across the whole platform.

For instance, when the new Star Wars film hit the cinema, the User Dashboard became the 'Jedi Council', and the Content Library became 'Force Training'.

Keeping the platform fresh and exciting ensures that learners come back to the platform regularly to see what might have changed.

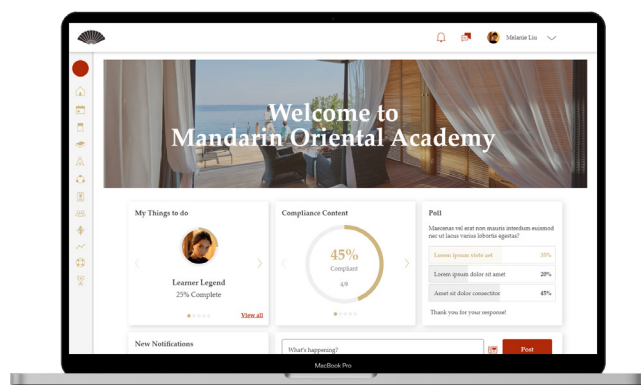
But GAME do not only deliver Epic Meaning through imagery. They have extended it to the Badges their learners can earn on the platform.

Each of these are completely unique and designed to fit the game the user is learning about. And learners can even trade these Badges for real world pins that they can show off at work.

GAME's learning management system is a perfect example of how spending time on engaging design work can go a long way. They have ended up with a learning environment full of Epic Meaning and a very happy group of learners!

Mandarin Oriental Hotel Group

[Mandarin Oriental Hotel Group](#) is a hotel investment and management group focused on luxury hotels, resorts and residences. They are renowned for their dedication to luxury service and interiors.



They wanted to create a learning environment that reflected their commitment to providing five star service.

The end result is called 'The Loop', a platform where Mandarin Oriental employees can learn, collaborate and grow.

The system has a clean and professional design, in line with the luxury standards of a typical Mandarin Oriental hotel.

All design assets are unified, from the Badges, through to the banners and library category images. This ensures that every element of the learning programme feels cohesive and well thought out.

They also implemented an admin-controlled character that can be seen in social feeds across the platform. Professor Loop is used to launch social campaigns and encourage user-generated content.

My Beauty Club

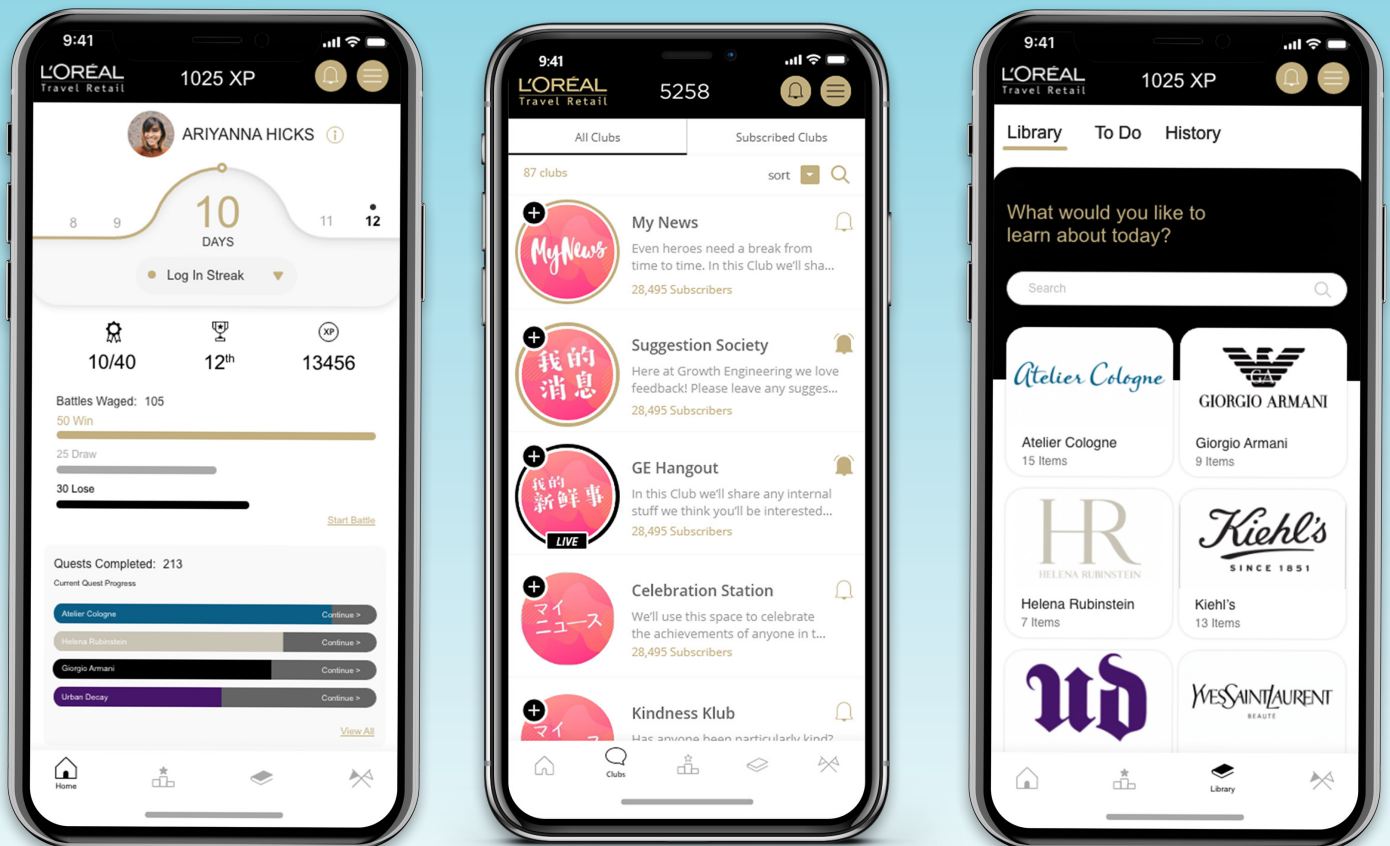
L'Oréal Travel Retail created the My Beauty Club learning application. It is based on the Growth Engineering Learning App framework and serves as the sole training platform for 5,500+ learners.

Everything from the platform design and name to social Clubs, Badges and learning games radiates Epic Meaning and highlights their company values. For example, The Lipstick Lovers Game is a perfect fit for users working in the beauty industry.

Users are greeted with a smart yet inviting login page. The elegant feel continues across the platform, as My Beauty Club follows a consistent and coherent colour scheme. And passion for the beauty industry is highlighted in every corner of the platform.

They also introduced Admin-controlled characters that fit their brand and meet the needs of their learners.

For example, these character accounts share customer service tips to support learner skills progression and push out wellbeing content to support learners themselves.



CREATING A CONCEPT FOR YOUR LEARNING SYSTEM

When you set off on a journey to somewhere new, what's the first thing you do? There's a good chance you'll pull up Google Maps (or a similar solution) and plan your trip accordingly. Sure, it's fun to get lost sometimes, but if you're up against the clock, the last thing you need is an unplanned diversion.

Crafting an effective training programme is a lot like going on a journey. If you set out in a clear direction, you'll end up where you want to be. If you're really lucky, you might just stumble across the perfect programme. But if you don't know where you are going, it's more likely that you'll get lost.

As such, before you start designing and configuring your new [learning system](#), it's helpful to define a concept. This is the theme and overall message that permeates everything in your programme. It's your chance to hit the Epic Meaning jackpot.

Common Customisation Elements

Online learning platforms typically have various customisation options that help you to create your ideal training environment. Sounds like every training manager's dream, right?

A [white label product or service](#) is one that's produced by one company but is able to be fully customised by another. You don't, for instance, want the vendor's logo or brand to pop up randomly throughout your learners' training journey.

Having this level of customisation helps you to guarantee user buy-in for your learning solution. But you can push beyond common customisation elements by applying Epic Meaning to your platform!

An Epic Example

Let's take our own Superhero Academy platform as an example. Superhero Academy is a learning community made up of admins across our client base. It's their best resource to find ways to get the most out of Growth Engineering LMS and the rest of our award-winning product range.

As we want our admins to feel like they're the saviours of L&D within their organisations, we decided to create a platform with a superhero concept in mind. And we've customised the following elements across this platform to help bring this concept to life:

- A branded login page
- A specially designed logo
- Unique imagery included throughout
- Updated platform terminology
- Custom level structures

And much more. But how do you go about creating the perfect concept for your training programme?

Let's have a look!

Brainstorm Concept Ideas

Before you get blinkered by specifics, take some time to let your brain wander off on its own course. Grab a sheet of paper and start writing down everything that comes to mind. It could be anything from a simple list to a mind map or a flow chart.

[Brainstorming](#) is a very effective way to generate new ideas as it encourages open and ongoing collaboration and allows people to think freely. While brainstorming has faced some criticism, a [recent study](#) found that it helps teams to buy into and implement a plan of action.

However you approach brainstorming, the important thing is to get all of your ideas written down (yes, even the most absurd ones!).

This will serve as a visual aid that will help you tell the good ideas from the not-so-good. After that, it's much easier to see how they all relate to each other.



Consider the Values and Vision of Your Company

Now that the brainstorming is out of the way, it's time to narrow your focus. Consider the vision and values that guide your company. This is the core of your concept, and you should keep them in mind with everything you do.

Let's go back to the Superhero Academy example. Here at Growth Engineering, we wage war on dull online learning. That is the reason why we exist. Everything flows from this mission statement.

When we were plotting the concept for Superhero Academy, we cast every user on the system as a co-combatant in an epic battle against dull training interventions.

This reinforces the values behind the learning. But it also does something more. It gives learners a purpose. It makes them feel like they are part of something bigger than just themselves.

However, you should consider the resources you have available. Don't get too carried away if you don't have the resources you need. Instead, focus on creating a concept that fits your learners and can be executed within a reasonable timeframe.

What Do Your Learners Need to Know?

The point of a training platform is to deliver **effective training content**. Think about the content that your learners need to consume to unlock their full awesomeness.

Your route to success lies in conducting a **training needs analysis (TNA)**. A training needs analysis is the process that helps you identify your organisation's training needs for the purpose of improving employee performance.

To put it simply, the TNA process helps you to review the state of your organisation's training. It empowers you to identify any current knowledge or skills gaps your organisation needs to fill. And this helps you to identify and shape your L&D priorities and strategies.

Training needs analysis operates on three levels:

- **Organisational:** This level analyses your organisation as a whole. This is vital, especially since companies that regularly set performance goals generate **31%** more revenue than those that don't.
- **Team:** This level dives deeper and looks into individual teams within your company. It involves taking a look at the skill sets of your teams and your training objectives. This is essential as incorrect analysis is one of the **top five** reasons business teams fail.

- **Individual:** This level drills all the way down to individual employees. A recent study found that a whopping **74% of employees** felt they weren't reaching their full potential. Performance reviews and one-to-one sessions are a great way to see where your employees are at. This helps you to take action that enables them to reach their potential.

As such, TNA helps you to identify problem areas, finetune your training programmes and increase the return on your training investment.

On top of this, the best way to find out what your learners need to know is to put yourself in the shoes of a new starter. What does their career path look like in your business? In a lot of cases, this could form the basis for the storyline behind your concept.

Who Are Your Learners REALLY?

No learning plan can be truly successful if you don't pay attention to the most important factor — the **learners themselves**. Your platform concept needs to reflect your business objectives, but it also needs to resonate with the people on the receiving end.

Your concept needs to flow from the vision and values of your organisation, reflect your training goals and resonate with your target audience. If it doesn't hit all these bases, then it is doomed to failure. You don't want to be that one person at a party telling a story that nobody is interested in.

Generalising the interests of your learners is easier in some cases than in others. But it's not the end of the world if your learners' interests aren't so easy to define.

After all, you know what will appeal to them better than anyone else. You just have to trust your gut! If that sounds too risky, then why not invite everyone to submit their own ideas or participate in a survey?

You might discover that learners can sometimes be the best teachers!

Test Your Concept

Once you have created a concept you believe will amaze your learners, you need to ensure that it will actually resonate with your end users. As such, you should always test your concept before the official launch.

Conducting a pilot launch is an excellent way to do this. You should grab a small (yet representative) number of your users and ask them to explore the platform. It is essential that they follow the usual learner pathway to ensure you have tested all aspects of your concept.

After seeing how well your concept resonates with your learners, you can tweak the platform and L&D programme accordingly.

Once you have your final concept, you should pull it through into comms relating to your platform. This helps you to create a cohesive learner experience.

Focus on Finalising Your Concept

You could, of course, simply launch your learning system without a concept or theme. But that means it will only ever be a learning system. Don't you want your platform to be something more aspirational?

Creating a concept for your platform can be fun. But it also serves an important purpose. It helps you to provide a learning environment that is driven by your organisational values.

And if you can achieve this, then learner engagement is sure to follow. After all, these values are why your learners fell in love with your organisation in the first place.



USING IMAGERY AND TERMINOLOGY TO DELIVER EPIC MEANING

There are many ways to instil Epic Meaning into the minds of your learners. And one of the most effective ways is to get your imagery and terminology right!

Would you rather explore a 'training unit' or embark on a 'learning quest'? Would you prefer to be bombarded with bland stock images or delighted by custom design assets?

Before you start crafting your training programme, take a step back to consider the wording and the types of images you're going to use.

They could be the difference between success and failure. No pressure!

How Can Terminology Help?

There's nothing worse than a boring training unit with uninspiring stock images. You wouldn't subject yourself to this kind of experience, so don't lay this burden on your learners.

Likewise, the way you phrase something can completely change how the message is received. For instance, no one is excited to learn about health and safety. But, as soon as you start framing it as an opportunity to "become a certified life-saver!" you will find it much easier to drum up interest.

Even if you're running a basic compliance training programme, you can find ways to inspire the curiosity of your learners.

For instance, you could situate it as part of a wider training narrative (we'll share more details about the power of storytelling in a future section of this guidebook) or add gaming and social mechanics to engineer learner engagement.

And did you know that [using positive language](#) can shape our understanding of value? As such, using shared language based on organisational values helps you to fuel your company culture and drive a deeper sense of purpose.

1. Imagery Emphasises Epic Meaning

Similarly, if you spend a bit more time sourcing relevant and inspiring images, you will find it easier to bring your content to life.

Visual and verbal information are [processed differently](#) and along distinct channels in the human mind.

This explains why concepts have an experiential quality if they are presented as imagery. The better the image, the easier your learners will find it to understand your training content. After all, pictures are said to speak a thousand words (although the [exact worth of imagery](#) is still heavily debated).

According to Mind Tools, [65%](#) of the human population are visual learners. This is no surprise to us! After all, the human brain processes visuals [60,000 times](#) faster than text.

Furthermore, the [Tilburg Institute for Behavioral Economics Research](#) has found that imagery has the ability to affect a person's mood (even when we're unaware that this is happening).

In other words, the images you use wield a powerful emotional force. And with great power comes great responsibility.

2. Personalise Your Assets

[Personalisation](#) is one of the most powerful ways to create an engaging training programme. If you're able to tailor your imagery and terminology to suit your audience, your learners will feel as if your training is speaking directly to them.

Any imagery you use should be relevant to your audience. After all, if you're training a group of bakers, images of cakes are going to make a lot more sense than people wearing suits.

Likewise, if you're training your salespeople, or customer service staff, then images of cake are likely to be an unwelcome distraction.

However, you also need to consider the typical needs and characteristics of your audience. For example, using cartoony imagery may not resonate with an older professional audience.

Getting your tone and wording right is also essential. If your audience has its own terminology, make sure to speak their language.

For instance, L'Oréal Travel Retail refer to their microunits as 'Beauty Bytes'. This helps their training content to resonate better with their audience of Beauty Advisors.

In turn, this demonstrates to the learner that this training is meant for them. And did you know, [77%](#) of L&D professionals think personalised learning is vital to employee engagement?

3. Added Immersion

If you want to create a theme or narrative for your training (and we think you should!), then your imagery and terminology will play a vital supporting role. If you can get them right, then you will help to deepen your learners' immersion in their learning environment.

Visual aids in the classroom can improve learning by 400%. As such, combining your terminology with some powerful images is an excellent way to paint a picture in the mind of your learners.

Take Growth Engineering as an example. Our mission is to wage war against dull online learning and transform learners into superheroes. As such, we make sure to use both superhero terminology (origin story, sidekick, villain, battle, etc.) and imagery in everything we create.

This helps to reinforce the message you're sending to your learners. And it encourages your learners to get more engaged with your chosen narrative. Once they engage with the Epic Meaning, your learners will take more interest in the training and get more out of it as a result.

4. Tie Everything Together

As you develop your training programme, you're sure to create a vast library of training content that spans a huge number of topics. Your library can easily

become a jumbled mess of different styles. This can be unpleasant for your learners to wade through.

Luckily, Epic Meaning will help you tie everything together. When you have a clear idea of what you want your learning programme to look like, it's easier to keep everything consistent.

Using a style guide of approved imagery and terminology will be a helpful tool in ensuring this. As a result, whether your learner is exploring the latest product updates or brushing up on your disciplinary processes, their learning experience will feel entirely coherent.

Marketers have long understood the value of applying a consistent end-to-end brand experience. This enables you to leave a lasting impression and helps to build trust. Learning professionals should follow suit.

Consistent training content also improves the learner experience. After all, if everything is inconsistent, learners will feel like they are just consuming random module after module. However, if the imagery and terminology come together in perfect harmony, it becomes obvious that they're working towards something big and meaningful.

So, while imagery and terminology are nothing complex, using them properly can create something very special: Epic Meaning.



HOW TO DEFINE YOUR LEARNING OBJECTIVES

Defining your [learning objectives](#) is a very common and important task in the world of L&D. Still, we have seen many learning professionals struggle with this process. This will hinder their training programmes and ultimately lead to lower levels of Epic Meaning and engagement.

After all, Epic Meaning is all about having a clear purpose. If that purpose isn't clearly articulated, how can you expect your learners to be motivated by it?

With this in mind, this section of the guidebook will give you three super simple tips that will help you to define your learning objectives. But first, let's examine why you need learning objectives in the first place!

Why Do You Need Objectives?

Growth Engineering has been in the learning and development space since 2004.

Over the years, we have seen and heard it all. And it never ceases to amaze us when we see the lengths that learning professionals go to when it comes to engaging their audience. They are always ready to give their learners what they need to progress in their learning journey.

While these learning initiatives take all shapes and forms, one thing is certain: they all start with a learning objective.

A learning objective states what your learners should be able to do by the time they have finished their training.

You can't begin your quest unless you know what the outcome should be. The search for the Holy Grail wouldn't have gotten very far if Arthur's knights didn't know what they were looking for.

Learning objectives give your learners a focused mindset that can help them to engage better with your content.

Without a solid learning objective, you're simply pushing content in front of your learners and letting them figure out the significance by themselves. While [informal learning](#) can be extremely effective, it's hardly the basis for a successful formal training programme.

Follow our tips to nail your learning objectives down and get your training project off to a flying start!

Three Tips To Help You Define Your Learning Objectives

1. Start With a Clear Goal

This is the first and most important stage of creating a good learning objective. If you decide to skip this step, don't be surprised if you don't get fantastic results.

Whatever goals you set for your learners, make sure they're SMART. A [SMART goal](#) stands for Specific, Measurable, Achievable, Realistic and Time-bound. Utilising this criteria prevents you from creating unrealistic or wishy-washy goals. It also provides you with a clear sense of direction and a motivational deadline.

Let's look at a practical example of a SMART goal. Imagine you want to launch a new learning module. While this statement on its own is vague, you can make it more meaningful by making it SMART.

- **Specific:** I want to launch a microlearning module by the end of Q2.
- **Measurable:** I aim to have 250 successful enrollments within the first month of the launch.
- **Achievable:** I must set milestones to keep all team members on target to meet set deadlines.
- **Relevant:** My learners are busy and on the go, so I need to make sure that this module is easily accessible and meets their needs.
- **Time-bound:** In order to be able to launch by the end of Q2, we need to complete testing by the 10th of April.

2. Perform a Training Needs Analysis

Once you know where you want to end up, it's time to work out how far along that road your learners are. This is where a [training needs analysis](#) is required. As previously mentioned, a TNA does exactly what it says on the tin.

Analysing your learners and your business as a whole helps you to figure out which areas are in most need of training. A training needs analysis takes into consideration things like past training initiatives, current applications and any upcoming changes to your organisation.

If you start planning a learning objective without knowing where your learners currently stand, you could end up wasting a lot of time creating training resources that nobody really needs.

Worse still, you could miss that vital [skills gap](#) that's potentially costing your business a small fortune.

A whopping [70%](#) of surveyed organisations report a skills shortage, which can lead to increased costs, loss of production and higher unemployment rates. It's safe to say, skills gaps are a notable challenge within organisations.

3. Decide How Your Learning Will Be Delivered

Once you've got a SMART goal, and you know your training needs like the back of your hand, you can start thinking about how you will deliver your training. At this stage, you should have a good idea of what's possible based on your assigned training budget.

Let's say you've got a world-beating, game-changing monster of a learning objective in your mind. This objective will change your organisational culture. If you're able to deliver on this objective, you'll look like a hero. Awards glory is sure to follow.

However, on closer inspection, you may realise that achieving this objective is not as easy as you thought. You'll need to hire a bunch of instructors, build a futuristic training facility and install a high-tech 3D virtual simulator.

While that would, admittedly, be pretty awesome, you might struggle to convince your decision-makers. As such, at this stage, you have two choices:

1. Go back to your learning objective and, with tears in your eyes, start the process of paring it back.
2. Research other ways to make your training dreams come true without the need of a hefty revenue injection.

The investment you make should reflect the importance of meeting the training needs of your organisation. If you're attempting to overcome a debilitating skills gap or drive vital changes throughout your organisation, you should aim high. Lobby for the budget you need and create a suitably ambitious learning objective.

If your goal is less pressing, then you should seek out cost-effective ways to achieve it. Any limitations you place on your training programme should also be reflected in your learning objectives.

You just need to avoid setting objectives that are difficult or impossible to achieve through the resources you have available.

Drafting Your Objectives

You now have a clear goal, data points from your training needs analysis and an understanding of your training delivery capacity. This gives you everything you need to craft your learning objectives.

But how do you go about writing the objective itself? You should start by identifying the level of knowledge necessary to achieve your objective. [Bloom's Taxonomy](#) offers a framework for categorising your educational goals.

As such, you should focus on identifying what type of change you want your training to make. This change should fall under [the three domains of learning](#), which are categorised as affective (attitude), psychomotor (skills) and cognitive (knowledge).

You should then select an action verb that will help you to craft your objective. This action verb describes the behaviour at the appropriate level of learning. You should make sure this verb can be measured.

Let's take a look at some examples for each level of learning:

Attitude	Knowledge	Skill
Advocate	Compare	Adjust
Accept	Define	Administer
Agree	Describe	Build
Analyse	Designate	Change
Assess	Discover	Copy
Believe	Explain	Demonstrate
Choose	Identify	Design
Collaborate	List	Develop
Cooperate	Name	Execute
Defend	Recite	Handle
Endorse	Relate	Measure
Evaluate	Retell	Prepare
Recommend	Specify	

After drafting your objective, you need to make sure it's effective. You can use the [ABCD approach](#) to do so. It includes four aspects: audience, behaviour, condition and degree of mastery.

- **(A) Audience:** Your objectives need to identify the people that will be doing the learning. As such, this typically involves words like 'learner', 'user' or 'participant'.
- **(B) Behaviour:** You need to identify what your learners are going to do differently. This is the component that contains your action verb.

- **(C) Condition:** This part of the objective should describe the situation of the participants.
- **(D) Degree of Mastery:** Tied closely to the change in behaviour, this component stipulates the degree of change.

You can see this in practice below:



● Audience ● Behaviour ● Condition ● Degree

With these simple tips in mind, you can create learning objectives that help you strengthen your business where it needs it the most.



THE POWER OF NARRATIVE: HOW TO USE STORIES IN ONLINE LEARNING

Narrative has captivated us since the dawn of man. In fact, stories have helped us to pass on traditions, learn from the past and carry information across centuries.

Even as technology advances, narrative is still one of the most influential ways to reach and connect with people. So, just like our ancestors harnessed the power of storytelling, we continue to find new uses for narrative.

Now, narrative has a set place in the business world. It's part of organisations' branding strategies, marketing campaigns, corporate approaches, business presentations, and even their training programmes. It also plays a role in helping to generate Epic Meaning.

The learner engagement experts here at Growth Engineering know a thing or two about applying narrative to online learning interventions. We are here to reveal our secrets, but first, let's explore the history and power of narrative.

Let the adventure begin!

The History of Stories

Storytelling has been used to retain and pass down knowledge throughout history. And it's still one of the most powerful ways to transfer knowledge.

When we think of stories and some defining works of civilisation, [Homer's Iliad](#) is one that comes to mind immediately. Composed nearly 3,000 years ago, the Iliad is an epic tale of gods and heroes.

While it all sounds fantastical, the academic consensus is that the story is at least partially rooted [in fact](#)! Weaving an epic narrative around these historical events has made the story more engaging. This, in turn, makes it easier to remember and share.

Homer's world was one without widespread writing. As such, the best way to transfer knowledge was orally. By using narrative, Homer was able to memorise more than 15,000 lines of text and deliver them across the Ancient Greek world.

What's more, thanks to the power of storytelling, his audiences were able to retain the information well enough to reproduce the story and record it for the ages!

The Power of Narrative

If we are to believe German ethnologist [Kurt Ranke](#), humans are homo narrans, 'a storytelling species'. In 1967, he suggested that we use narrative and stories to understand our experiences.

We are used to sharing stories, and storytelling is a natural form of communication. In fact, personal stories and gossip make up [65%](#) of the conversations we have.

As such, narrative is a human way of making meaning. Stories form an intrinsic part of our humanity by shaping how we think, make sense of information and persuade or influence others.

With this in mind, it comes as little surprise that we tell stories for various reasons, whether it's for fun, entertainment, to pass on knowledge or to learn.

But why are we so drawn to narrative? And why have we used it for centuries? As seen in [this video](#), our brain responds to stories as if we were experiencing the events in person.

Depending on the topics covered by the narrative, the corresponding regions of the brain light up and engage. This can happen in a single area or across different areas of the brain.

As such, the human brain grasps information fractally. This means it can unconsciously perceive both nitty-gritty details and the big picture at the same time. But how does this work in online learning?

Narrative in Online Learning

Narrative in online learning means using the power of storytelling to bring web-based learning to life. Incorporating stories into your approach and challenging your learners to make sense of them can be a uniquely powerful tool.



[Psychology Today](#) tried to make sense of storytelling in the new digital age. According to the article, stories continue to hold power because the human brain hasn't evolved as fast as technology.

As such, we use narrative to connect the different media and messages we receive from various digital environments. This means that we still need stories to make sense of the world around us.

This makes narrative an effective way to create meaning through your online learning strategies and training content. In fact, good storytelling is among the [top three](#) things that make content effective!

With narrative-based learning, learners have access to both the details and the bigger picture. As a result, the narrative embeds all the important details while also serving as the vehicle for establishing the large-scale guiding structure.

Different areas of your learners' brains light up, which ensures stories draw us into the online learning experience on multiple cognitive levels. This creates holistic and multifaceted learner engagement.

It's little wonder why narrative is used in countless online learning courses and learning content.

With this in mind, it's clear that narrative can enhance the effectiveness of your online learning interventions. But there are many benefits to using narrative in eLearning.

Let's take a look!

The Benefits of Narrative

1. Contextualised Learning

Narrative is a great way to add context to your training. After all, your content typically uses your learners' work environment as the setting or central theme for the story.

By mirroring a familiar environment, narrative-based online learning makes training interventions relevant and accessible. This is essential as adult learners often resist change or find it difficult to adopt [new behaviours](#).

As such, it's a good idea to take real-life examples and [case studies](#) and build your narrative around them. This helps your learners to see the relevance of the subject matter and training as a whole.

In addition, context helps learners to take control over their learning environment. As they unfold the story, learners can dissect and dismantle any fear or uncertainty towards the unknown.

2. Increased Immersion

Think about the last time you watched a great movie or read a captivating book and forgot about the world around you. Your imagination is activated, and you are immersed in the story.

A well-thought-out narrative creates an engaging outcome. The same is true for eLearning content. A captivating narrative or coherent story makes training more engaging.

After all, narrative immerses learners into their learning environment. You aren't simply presenting information in a boring fact format. Instead, learning content becomes an experience that your learners want to keep coming back to.

This leads to increased [engagement](#), which, in turn, helps learners achieve deeper levels of learning. And this is essential for [employee performance](#). In fact, companies with engaged learners can generate a whopping [218%](#) higher income per employee.

3. Emotional Connection

Stories evoke emotions. Adding narrative into your training programme helps you to connect your learners to their training content in a visceral way.

After all, we empathise with the characters, see ourselves in their shoes and see how their decision-making influences the story. Relatable characters, settings and struggles form an [emotional connection](#).

This emotional connection makes your learners pay more attention and makes your course more immersive.

Increased engagement, on the other hand, means that learners are in a better position to respond emotionally to their training.

Using narrative in your eLearning helps your learners understand their learning content and relate to it on a personal and emotional level. And the more relatable the narrative and characters are, the greater our emotional bond is with them.

As a result, learners can step outside of the real world and into the story, which presents an opportunity to be more than who they currently are. This creates excitement, as they can explore new ways of acting without serious consequences.

This kind of encouraging and safe learning environment is guaranteed to invoke positive emotions. And as we know, [positive emotions](#) help you to motivate learners into action.

4. A Memorable Way to Learn

There is a reason why some stories have been told for centuries, from one generation to the next. That's because narrative makes information easier to remember. After all, stories are experienced rather than simply understood.

We often forget information presented to us as mere facts. Or, at least, we struggle to remember it accurately. When you present information as facts, it only activates the language-processing part of your brain.

Narrative, on the other hand, also activates areas of your brain that your learners need to experience the story. These areas could be, for example, sections of the brain responsible for emotions, motor activities and sensory experiences.

As such, **larger parts of the brain get activated** with narrative-based learning, which makes it easier for us to remember information. Studies even suggest that facts are **20x** easier to remember if they're a part of a story!

When to Use Narrative in Online Learning



As the benefits show, narrative can be an extremely useful tool in online learning. However, it may not suit each training initiative. This raises the question of when to use narrative.

Well, let us tell you! Storytelling as a part of your training interventions is most useful when you are trying to illustrate or frame your topic.

For instance, you might want to immerse your new employees in a story to walk them through a typical day in your office. Your narrative could cover everyday situations the newbie will need to learn to navigate.

Or perhaps your customer success team needs to undertake training to understand the issues your clients may experience during an implementation process. Immersing your customer success stars in a story helps them to relate better to your customers.

These kinds of experiences are easier to comprehend through role-playing or narrative, where your learners step in the shoes of your main characters. After all, learning becomes more interactive when you involve your audience.

How to Weave Narrative Into Your Training Programme

Imagine what you could achieve if you harnessed storytelling effectively within your training programme. After all, we now know the power and vast benefits of narrative.

Well, you are in luck. Let's explore the epic tale of how a learning superhero like you can weave an engaging narrative into your L&D initiatives.

Prologue: Determine Your Goals

Narrative is only beneficial if it has a purpose. As such, before you start, take time to determine what you want to achieve by using narrative in your training programme.

Similarly, before you start drafting your narrative, make sure your learning platform has the functionality you need to support your storytelling plans.

Chapter 1: Know Your Audience

Author John Steinbeck once **said** that "if a story is not about the hearer, he will not listen". This rings true regardless of the genre or use case of the story.

As such, when you are planning your narrative, you need to ensure your story connects with your learner audience. Irrelevant content guarantees that your learners will lose their interest.

If you are adding your narrative to an existing training programme, you should already have a good idea of your intended learners. However, if you are starting from scratch, you should develop learner personas.

Creating representative **learner personas** involves gathering basic information about your learners, like demographics, characteristics and goals. Then, you need to analyse this information to find similarities before drawing up typical user profiles.

You can then use these personas to craft a story that speaks to your learners on a personal level.

Chapter 2: Plan Your Setting

Without planning, your narrative is guaranteed to fall flat. It will confuse your learners rather than help them in their learning journey. As such, before you rush head-first into your narrative, you need a game plan.

However, it can be hard to know where to start. First, identify the premise of the story and what role your learners will play in it. In addition, determine if you can build on the story enough to stretch it out across the length of your training programme.

You should map out the beginning, middle and end of your story to ensure this. For instance, determine what is going to be your central conflict and how your training content informs or drives the arc of the story.

Your story doesn't have to be anything complex. It could see your learners take on the role of superheroes fighting to save the world. Alternatively, it could take place within an office where your learners rise up the ranks from rookie to CEO.

The key is to make sure your narrative aligns with the mission and culture of your company. Getting that right means your learners will have a much easier time getting engaged with your narrative.

Chapter 3: Design Your Characters

Sherlock Holmes, Hercule Poirot, Harry Potter, Mary Poppins... What good is a story without characters? After all, characters are what bring your narrative to life regardless of the genre or medium of the story.

Readers root for the characters, empathise with them and want them to succeed in their tasks. Some characters are also relatable, which helps your learners to understand, sympathise and engage with their story.

As such, your eLearning narrative should include a small cast of diverse characters, each with their own particular strengths. This keeps things simple and clear.

For example, your learners know to expect Larry the Legal Eagle to show up when they are in for some legal training.

Likewise, Hilda the Health & Safety Hero might make an appearance to help deliver training messages designed to reduce workplace risk.

You can add an extra layer of immersion by setting up accounts for these characters on [your LMS](#). This allows your learners to interact with the characters. In addition, it helps you to draw them into your narrative.

Chapter 4: Design Your Level Structure

Nothing is worse than an unclear or disorganised story. After all, this is more likely to confuse your brain than help make information stick. As such, your narrative should follow a set [structure](#).

If you are using a gamified learning platform, you should have access to [Levels](#). As your learners work their way through their training programme, they'll level up and gain access to new content.

Levels give your learners a clear sense of progression, which makes them a fantastic engagement tool. However, Levels are also a great way to structure and deliver your narrative.

If you set up each Level at a different stage in the story, then your learners will progress through a compelling narrative as they navigate through your training materials. For example, you could create a narrative focused on turning your learners into knowledgeable superheroes.

In this scenario, your narrative starts off gloomy with just a glimmer of hope. It then brightens up as your learners' progress, helping them to feel more powerful.

Chapter 5: Appeal to Emotions

As we explored earlier, good stories evoke emotions, making them more memorable and relevant.

With this in mind, make sure to appeal to emotions when you design your narrative and training content. You can do so by including traditional [story elements](#), such as characters, conflict, tension, action and resolution.

By taking advantage of these elements, your story becomes much more interesting. Even more importantly, your story's resolution should provide a satisfying conclusion to your narrative, whilst hammering home the central message of your training programme.

It should be impossible for your learners to misinterpret, so try to avoid an ambiguous ending. You're making training courses, not Inception!

Chapter 6: Design Visuals

While narrative is extremely effective, your learners are too busy to read dense reams of text. Don't set out to create the next great novel. Your narrative doesn't have to be a text-only story.

When you have mapped out your story, it's time to make it visual with images, videos and other design elements. Visuals break up your text, which helps you to prevent [cognitive overload](#).

You should sprinkle these visuals into your training content to help you to tell the story. In fact, they should reinforce key concepts and help learners form emotional connections.

However, don't limit it there! For instance, you can use relevant imagery for the banners on your LMS or the [Badges](#) you award to your learners.

Consistent imagery will tie all of the different aspects of your learning programme together. Any time your learners see that imagery, they can tell they are about to embark on the next big chapter in their learning journey.

Chapter 7: Apply Narrative to Your Content

Once you have everything in place, it's time to add your narrative to your content. This is the most crucial step.

After all, all your hard work could be undone if you don't get your content right. Unbranded and bland pieces of training are guaranteed to lead to a disconnect between your content and your training programme as a whole.

With this in mind, weave narrative into the content itself. This doesn't mean you need to become the next Shakespeare and tell all your training content in a story format.

Sometimes it's enough to use relevant characters wherever you can. For instance, if you have a character named Professor Products, then they should show up whenever you deliver your product training.

With the content tied into the rest of your training programme, it will be clear to your learners how it's helping them to grow and progress. This is guaranteed to make your training initiatives more engaging.

Epilogue

Congratulations! Your narrative is now properly planned out, you've got the perfect imagery to boot, and your content is fully entwined with the story.

As a result, your training programme will evoke greater emotional connection, boost engagement and bring better results for your learners.

What's more, your training programme is sure to be talked about for years to come, like other great stories! How's that for happily ever after?



WHY YOUR LEARNING SYSTEM NEEDS USER-GENERATED CONTENT

Being responsible for the development of so many learners is a lot of hard work. It may feel like you spend all your time crafting new learning material. And by the time you've rolled out something new, you often discover that you've got a bunch of existing outdated content to update.

If you're struggling to keep up with demand, you're not alone. According to a recent Udemy report, **61%** of learning professionals claim that their top obstacle is a 'lack of time'.

To make things worse, we're in the midst of a **major skills shortage** and the pandemic has brought with it a tidal wave of new training needs.

Constantly battling against such a relentless tide can get discouraging at times. In fact, it's almost enough to make you give up altogether. But wait. There's another way, an easier way – a better way!

Why do all the hard work yourself when you've got an inexhaustible font of knowledge at your disposal? Your learners are your most valuable asset, especially if you have a social learning platform.

So, say hello to your saviour: **user-generated content** or UGC for short.

Epic Meaning & User-Generated Content

In this context, user-generated content refers to any content related to your training programme that is produced by your learners and not by your L&D team. Learning environments that demonstrate high levels of Epic Meaning also tend to be UGC hotspots.

Creating Epic Meaning means rallying your learners around a particular purpose. Once you've achieved that, you should look to work together to achieve your goals.

With a clearly stated objective in place and the right tools, you can let your learners loose. The result will be a library of user-generated content that can help learning to live on long after your formal training programme has drawn to a close.

The Advantages of User-Generated Content

1. Improved Engagement

As we all know, **engagement** is the lifeblood of a successful learning programme. The more engaged your learners are, the more likely it is that your training will make a real difference.

In fact, organisations with a high performance learning culture in place are found to grow **10x** quicker than their competition. Not bad, right?

The dull training of bygone days didn't give learners many opportunities to interact with their training content.

This means that although the learners completed all necessary content (and made the reports seem encouraging), it was soon **forgotten**. And this, of course, resulted in no behavioural change whatsoever.

Your training programme can go a lot further if you give your learners the chance to contribute. This will create a sense of ownership. It will also get your learners to look at their own experiences and learn from them. And did you know that sharing wisdom is an excellent way to **retain knowledge**?

Furthermore, UGC is often seen as a more 'authentic' form of expression. Your formal training content may be impactful. But nothing is as impactful as learning directly from your peers.

In fact, in the marketing world, user-generated content is seen to be **3x more authentic** than branded content. This authenticity breeds deep engagement from your users. You can even layer in other **reward mechanics** such as Badges and XP to create further incentives for your learners.

2. Capture Informal Learning

Asking your learners to examine their own experience is a powerful instructional approach. But the benefits don't stop with the learner! User-generated content curation can also save you a lot of effort.



According to the [70:20:10 model](#), only 10% of what we learn comes from formal learning. The rest we pick up from our peers and good old-fashioned experience. While the model has faced some [criticism](#), it emphasises the importance of social and [informal learning](#).

By letting your learners contribute, you can capture this informal learning and use it for future training experiences. Because this knowledge comes from colleagues and not just from a dusty manual, it carries extra relevance to your learners. Formal training just cannot compete!

This is important, as there is a direct relationship between your organisation's [intellectual capital](#) and business success.

With [\\$82.5 billion](#) being spent on training on an annual basis, we simply cannot afford to let knowledge slip through the cracks. Social knowledge sharing and user-generated content helps you to prevent this from happening.

3. Improved Organisational Knowledge

Once you let your learners generate their own content on your learning platform, how are you going to know if it's accurate? Giving up control is difficult. Delegating responsibility requires a [great deal of trust](#) and consideration.

Don't fret. Your learners aren't only a source of good content. As a collective, they're also good moderators. They can help you and the rest of your learners to locate UGC that is accurate, insightful and engaging.

[Social learning features](#) on your learning system allow learners to share content easily. But that's not the only benefit!

Your learners can comment on and rate each piece of content. This means that only the most relevant content will gain popularity. And the more popular the content, the more visible it will be.

This peer-review process isn't just limited to the content your learners share with each other. Your learners will also be able to vote and have their say about your formal training.

For instance, it is all too easy to miss a piece of training content that needs updating if some of your processes change. With your eagle-eyed learners on the case, there's a much smaller chance of obsolete content slipping through the net.

This is of enormous benefit, especially if your organisation has a lot of formal training content.

How to Encourage User-Generated Content

Asking questions is a great place to start! For instance, you can ask your customer service staff to describe a challenging customer experience.

If you have a social LMS, give it a try! You might be surprised at the reaction. After all, content shared by employees gets [8x more engagement](#) than content shared by a brand or organisation.

The benefits of user-generated content are clear. But unfortunately, there's no tap of user-generated content that you can turn on and off.

Unlike with your formal training content, you're completely at the mercy of your learners. If they're not engaged, the well of inspiration is likely to dry up quickly.

As noted, learning environments with high levels of Epic Meaning tend to produce lots of user-generated content. But there's more that you can do to help open the floodgates.

Let's explore the top 10 ways to encourage user-generated content!

1. Enable Social Learning

Providing social learning opportunities is a fantastic way to develop a learning community. After all, social media is a [prime example](#) of user-generated content. It supports learning through videos, blogs, podcasts, quizzes and more.

Similarly, social learning features, like Clubs and Social Feeds, on your learning platform give your learners the tools they need to discuss and share materials with each other.

When your learning community grows, your learners start to produce useful content and share knowledge with one another organically.

2. Respond to Your Audience

When your learning community is up and running, you'll be in a great position to encourage user-generated content. As such, whenever your learners are sharing their knowledge, you can step in and respond. This will help you to keep the conversation going.

In addition, you can acknowledge their efforts publicly. You can do this through a simple comment or via an exclusive Badge if you are using a gamified learning platform. This kind of recognition breeds repetition.

3. Add UGC to Your Learning Syllabus

Adding user-generated content to your syllabus gives it some official recognition. After all, learners can earn full credit for their efforts.

Not only will this be a huge morale boost, but it will also prove to your audience that you value them and want to engage with their ideas.

4. Organise Competitions

Offering tangible rewards can have a huge impact on participation. And this, in turn, can help you to create an effective knowledge-sharing culture.

You can set up a competition where your learners are challenged to create something specific. [Offering prizes](#) for the best entries will boost engagement, and you might just find that learners will go the extra mile when some loot is on the line!

The more valuable your prize is, the more likely your learners will be to participate. But again, make sure this prize resonates with your learners.

5. Have a Topic of the Week or Month

Even though learners should have free rein when it comes to user-generated content, sometimes this kind of freedom feels daunting. Giving your users a suggested topic to focus on can remove the challenge of deciding what kind of content to share.

Adding a specified hashtag to your topics is a great way to make sure it's easy for your learners to join the discussion. Similarly, you can find all content related to the topic in just a few clicks.

Because of this, companies often share specific hashtags that allow their consumers to share their experiences. For instance, Whole Foods uses the hashtag [#WholeFoodsHaul](#) to encourage their customers to share photos of their shopping.

This ensures Whole Foods has an ongoing source of content that aligns with the brand's concept.

6. Ask Questions

When you want some quick-fire user-generated content, one of the best methods is to simply ask questions. You can do this via your social feed.

If you promise that the best responses will be curated and published as a collection, you'll soon see responses flooding in.

7. Set Up Discussion Groups

Creating discussion groups can be a powerful way to encourage user-generated content.

Here at Growth Engineering, we use the Clubs feature on our LMS to focus discussions on specific topics.

Learners will be more likely to start creating and sharing content as they delve further into a topic.

8. Make It Quick and Easy to Share Content

We are all busy bees. And even though we'd love nothing more than for every learner to be able to spend all day learning to their heart's content, that's just not possible.

As such, it's important to make learning and sharing knowledge as simple as possible. You can do this by encouraging learners to create something quickly and easily.

This could include filming a short video, taking a photo or just summarising their knowledge in a single paragraph. And by creating a streamlined user interface, you can guarantee they can do so in just a few clicks!



9. Request Volunteers

Short bursts of content are great for giving as many learners a chance to contribute as possible. But that doesn't mean that there's no place for user-generated content on a larger scale.

You could occasionally come up with a bigger project. This could include building a new piece of eLearning content.

Asking volunteers to spend time with your L&D team designing content gives them an opportunity to be a part of your wider organisational learning effort. This can be a great way to reward and recognise the experts within your business.

10. Use Ambassadors

Trying to engage with your entire audience can be a challenging task. So, why not focus your attention on a smaller group of learners who will take less effort to convince?

Ambassadors help you to take your UGC to the next level and turn it into ambassador-generated content.

If you approach the most active and engaged learners on your training programme about creating content, they won't take much convincing. Once their content starts being shared around, it won't take long to inspire other learners into action.

Bringing It All Together

If you're struggling to provide enough accurate content for your learners, learner-generated content might just be your knight in shining armour. It'll give your learners more ways to learn from the content and from each other.

But that's not all! By giving your learners a voice, you can understand who they really are. And this can only be a good thing when designing training that touches on their sense of purpose and oozes with Epic Meaning.



EPIC MEANING AND ENGAGEMENT: WHAT THE EXPERTS SAY

Congratulations, you have reached the last chapter of our ultimate Epic Meaning guidebook. We have shared our definition of Epic Meaning and determined the many ways you can create a sense of purpose in your training programme. We have also looked at some amazing examples.

But we still have one more trick up our sleeve! It's time to see what industry experts have to say about Epic Meaning and its possibilities in our ever-changing working landscape.

Workplace Values

Most of us spend at least 8 hours per day at work. When we're not doing our actual work, we're planning what we're going to do next and working out how we're going to do it. But how often do you stop and ask yourself why?

Of course, somebody has to put bread on the table. But, as we've seen throughout this guidebook, salaries are gradually taking a back seat to something much grander: Epic Meaning.

[Rutgers University](#) discovered that half of millennials would take a pay cut if they found a job that matched their values. This highlights the mindset of the next generation of employees and leaders. After all, millennials will make up [75%](#) of the entire global workforce within the next decade.

With this in mind, it's not enough to buy the commitment of your employees. They need to believe they're working towards some higher purpose.

This is the essence of Epic Meaning. With this in mind, let's hear a few more interpretations from some Epic Meaning experts!

Four Epic Meaning Experts

Yu-kai Chou: Gamification Guru



[Yu-kai Chou](#) is one of the good guys. As one of the foremost authorities on gamification, he knows the difference between tacked-on game mechanics and holistic gamified projects.

He's also the creator of the [Octalysis Framework](#), one of our favourite gamification models.

According to Yu-kai, [Epic Meaning](#) is "the drive where people are motivated because they believe they are engaged in something that is bigger than themselves."

In [an interview](#), he used contributors to Wikipedia as a clear example of the concept. If you contribute to Wikipedia, you do so not because you want to make money or to build your resume. Instead, you put in the effort because you feel like protecting humanity's knowledge.

In doing so, you become part of something a lot bigger than yourself.

Jane McGonigal: Proponent of Play



[Jane McGonigal](#) believes that there's no meaning more epic than the power of games to change the world. In her famous [TED Talk](#), McGonigal discussed the possibilities of game playing.

Based on her research, McGonigal estimates that we currently spend three billion hours a week playing online games. But that's not nearly enough game play to solve the world's most urgent problems.

She stated: *"If we want to solve problems like hunger, poverty, climate change, global conflict, obesity, I believe that we need to aspire to play games online for at least 21 billion hours a week, by the end of the next decade."*

To many, this might sound like a very ambitious and somewhat counter-intuitive approach. But she has an idea behind her statement. Gamers strive towards an epic win, where against all odds they achieve an outcome that is both incredible and unlikely.

And according to McGonigal, we need these kinds of problem-solvers all over the world as we try to tackle the obstacles of the next century.

As such, if you want to have some truly epic wins, you need to be powered by Epic Meaning!

Andrzej Marczewski: Professional Funalyst



It's difficult to talk about Epic Meaning without mentioning gamification (and vice versa). But where does Epic Meaning fit within this picture — is it a game mechanic or something altogether different?

As gamification guru [Andrzej Marczewski](#) notes, [game mechanics have](#) to meet the [following criteria](#): *"A distinct set of rules that dictate the outcome of interactions within the system. They have an input, a process and an output."*

When he tried to apply the input, process and output formula to Epic Meaning, it wasn't quite as easy as he expected. Now, Andrzej thinks that Epic Meaning might not even be a game mechanic at all: it's just too... epic!

"The reality is, you can't break something like Epic Meaning down like this, so it isn't really a mechanic. It is the outcome of many different mechanics and interactions within a well-designed system."

An Coppens: Engagement Evangelist



An Coppens is a leading expert in gamification for learner and employee engagement. With over 20 years of experience, she generates behaviour change through creative and innovative solutions. She has even channelled her expertise into a company, [Gamification Nation](#).

As such, she has plenty of insight into Epic Meaning! And with this in mind, we were particularly interested in her views about how Epic Meaning helps to communicate the goals of an organisation.

"[Epic Meaning] adds an element of context to the whole learning experience. In our brains, we always want to search for meaning and context."

It's all to do with how we connect the information to what we already know in our brains... The more you can connect it with what's already living in the organisation, the better."

Our Take: Epic Meaning Redefined?

We have our fair share of experience examining meaning and purpose in the workplace.

And based on our research, we've come to realise something: even though modern workers want to believe their input has a meaningful impact on the success of their organisation, true Epic Meaning should extend further than this.

A truly epic purpose should burst out of the confines of your organisation and root itself in the real world.

A report by Penna, entitled '[A Good Day's Work](#)', proposed that meaning at work is found in satisfying individual, organisational and societal goals. In the search for true meaning, all three of these elements are important.

Even mighty corporate giants like McDonald's have realised the importance of considering the impact of their business as a whole:

"To work for an organisation that you do not care about and which does not care about you is a soulless pursuit. To work for a company that exists within a community but plays no active part in that community is equally unsatisfying. I believe that as individuals, teams and organisations, we have to contribute in all three areas – to do any less is morally, socially and commercially untenable."

– David Fairhurst, Chief People Officer, McDonald's Restaurants Ltd

We have to wonder if these businesses would have arrived at such a conclusion if they weren't trying to solve an employee engagement problem.

In this way, the demands of the learner dictate the direction of the business. What the individual learner does has an actual impact on the bigger picture.

And that, dear reader, is the very definition of Epic Meaning.



THE FINAL WORDS

There you have it: a comprehensive guide to Epic Meaning and how to achieve it! We have looked into our definitions, heard from engagement experts and examined all the different ways you can add Epic Meaning to your training programmes.

With Epic Meaning, you can ensure your training interventions speak directly to your learners. They will see all their learning efforts come together to form something special. And what could be more engaging than that?

With all of this information under your belt, you are ready to head out there and deliver the greatest, most exciting and most effective learning programme the world has ever seen.

Soon enough, you'll have created an army of learning superheroes. And with them by your side, there's nothing you can't achieve!



IMPACT SUITE

IMPACT FUELLED BY LEARNER ENGAGEMENT!

Making an impact through learning technology is hard. Really hard. In fact, only **8%** of CEOs see an impact from their corporate learning initiatives. Your learners deserve better.

They deserve an engagement-focused learning solution powered by Epic Meaning. The Impact Suite delivers this by combining three award-winning products with unrivalled expertise from the Growth Engineering team.



EPIC MEANING x REAL IMPACT

L'ORÉAL

L'Oréal Travel Retail territories using our technology outperform those who don't by **20%**.

iMARKETSLIVE

iMarketsLive added **\$253m+** in revenue via sales of their instance of our mobile app solution.

World Health Organization

We've embarked on a project to improve **3bn** lives with the World Health Organization by 2030.



“We've never seen engagement like it.”
— Sylvie Pecheur, Global Business Partner at HP



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