



# THE NATURE OF LEARNING IS CHANGING

Are you equipped to  
take advantage of the  
latest innovations?



DIGITAL LEARNING IS LESS ABOUT TECHNOLOGY THAN IT IS ABOUT ACCESS.

INSTRUCTIONAL DESIGN EFFORTS SHOULD BE CENTERED AROUND USER EXPERIENCE.

DIGITAL LEARNING

THIS PROVIDES FOR EASE OF USE, INCREASED ENGAGEMENT AND IMPROVED RETENTION.



# WHY DIGITAL LEARNING?

Digital Learning makes it simpler to deliver training, collaborate and evaluate. The focus shifts from instructional design to experience design.

## EXPERIENCE DESIGN IS BUILT AROUND:

- Availability
- Customization
- Collaboration

**LEARNERS CAN CREATE THEIR OWN EXPERIENCE BASED ON HOW THEY LEARN, TIME CONSTRAINTS AND WHAT THEY NEED TO KNOW.**



# TOP DIGITAL LEARNING TRENDS

Learners and educators will note the changes in digital learning, finding the latest innovations in learning to be:

**EXPERIENCE-FOCUSED.** Understanding how people learn makes it easy and seamless to offer self-directed learning. Rather than building a training regimen that requires booking a room, taking people away from their core tasks, consider training that can be delivered in small chunks that people can slip into their day.

**DECENTRALIZED.** Learning Management Systems (LMS) are no longer a centralized repository of books, CDs and audio tapes. Materials can be stored virtually in the cloud and accessed from anywhere – 24/7.

**JUST-IN-TIME.** Just-in-time learning is another important principle. When information is available at your fingertips, why cram? It kills retention, making it unlikely you will remember it when you need to.

**PEER-TO-PEER.** Often the best way to learn is by example. Encourage mentoring and buddy learning. Solicit volunteers to become experts in a specific area. They can be the go-to for struggling learners.

**KPI-BASED.** Focus on results, not process. Build in metrics that you can measure rather than forcing all learners into a single system.

**INVEST MORE IN ACHIEVING LEARNING RESULTS THAN IN A SPECIFIC SYSTEM OR PROCESS.  
CREATE A HOLISTIC SYSTEM THAT PROVIDES OPTIONS FOR THOSE WITH DIFFERING LEARNING STYLES.**



# SOME OF THE MOST ENGAGING OPTIONS FOR TRAINING INCLUDE:

**MICROLEARNING.** If you've ever crammed for a test or spent your first few days at a new job "drinking from the fire hose" trying to assimilate the vast amount of information presented, you know it's often ineffective (and boring!). Microlearning delivers training on demand in small, digestible chunks.

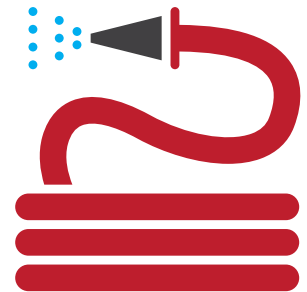
**BOTS.** This option can be effective for a variety of reasons. For one thing, it's available just in time. When an employee has a "How can I...?" question, they don't need to page through volumes or even Google the question, they can simply ask the Bot. If the answer is unclear, the employee can keep asking questions until any uncertainty is resolved.

**VIDEO.** This option is invaluable for visual learners. Video can often take the place of live trainings which can be inconvenient and expensive. It can be hosted online so that is accessible on demand.

**AUGMENTED REALITY.** AR is particularly valuable for repetitive or complex tasks. It's finding a strong foothold in light industrial where large numbers of workers need to be trained on an ongoing basis.

**GAMIFICATION.** Gamification may include putting metrics in place that employees can level up through achieving. Consider BuzzFeed-style quizzes and listicles as well. These options are particularly appealing to younger learners who grew up enjoying video games.

**WHY "DRINK FROM THE FIRE HOSE" WHEN YOU CAN JUST SIP FROM THE WATER FOUNTAIN WHEN YOU NEED TRAINING?**





# WHAT ARE THE ADVANTAGES OF DIGITAL LEARNING?

The transition to digital has been rapid. Just a few years ago CDs and cassette tapes were the primary delivery method for self-directed training. Because this media tended to be expensive companies might only have a handful of copies for employees to sign out.

The options for today's businesses are limited only by their imaginations, providing for:

**ADAPTABILITY.** As your business evolves, it's simple to pivot your training program to prepare your team for changes or keep up with the latest developments.

**OPEN PLATFORMS.** Learning doesn't have to be from a single source. Anyone authorized can contribute to training resources.

**EASIER CONTENT CURATION.** Pick and choose what to include from endless options while paying for only what you need.

**INTEGRATION WITH TRADITIONAL TRAINING.** Digital learning doesn't mean tossing out what's already working for you. Simply add it to your current offerings.

**TIME TO PROCESS AND APPLY.** Like language immersion, learners must be given the opportunity to digest materials and apply what they have learned to their work. Only then can they detect gaps and ask questions.

**TRACKING.** Collect feedback, data and learning experiences across platforms. It's never been simpler to assess what's working and what isn't.



# HOW TO INTEGRATE **DIGITAL LEARNING** INTO YOUR CURRENT TRAINING PROGRAM.

**ASSESS THE CONTENT** you need to deliver and identify areas where flexible learning options can be best implemented.

**CONSIDER A PILOT PROGRAM** with a narrow segment of learning and a methodology that will fit into your organization. Not sure which option to start with?

## ASK AN INSTRUCTIONAL DESIGNER.

Instructional designers and other learning experts can help you develop a program that will be effective, but simple to get started. From there, the designer can develop a timeline to bring in more complex methodologies such as AR, BOTs and Gamification where a custom design must be created.

The learning experts will work with your internal team and bring in the talent to create a program for you, such as:



- CONTENT DEVELOPERS
- CURRICULUM DESIGNERS
- eLEARNING DESIGNERS
- GRAPHIC DESIGNERS
- INSTRUCTIONAL DESIGNERS
- SUBJECT MATTER EXPERTS (SMEs)
- TECHNICAL WRITERS

# WHY USE **CONSULTANTS?**

Learning consultants are experts in every aspect of training, from how to make content readable on a smartphone to creating an AR program to offer a near hands-on experience for learners.

You can focus on core tasks while your consultant takes on the responsibility of developing and implementing your training program.



ABOUT



# clarity

CONSULTANTS

Clarity has over a quarter century of expertise in placing elite learning and development professionals in high-demand positions in large, global organizations.

There is a reason why over eighty percent of Fortune 500 firms rely on Clarity to staff their projects. Our background, skilled consultants, and broad range of experience across industries and sectors help set us apart from the competition.

## [CONTACT CLARITY CONSULTANTS](#)

## REFERENCES

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