

A close-up photograph of a young woman with dark hair pulled back, smiling warmly at the camera. She is wearing a light-colored button-down shirt. Her right hand is resting under her chin, and her left hand is visible on the keyboard of a laptop. The background is a soft-focus indoor setting.

The 4 key elements to
learner engagement



Welcome to the era of engagement.

LinkedIn Learning's 2019 Workplace Learning Report has found that 2019 is the year of talent development, with 90% of executives agreeing that learning and development are necessary for the success of a company. With an unprecedented level of technology available, how can your HR team not only keep up but thrive in the digital environment? ¹

Two words: Learner Engagement.

Learner Engagement occurs when students make a psychological investment in learning: they try hard to learn what they are offered, and they develop a sophisticated knowledge in learning the formal indicators of success. More importantly, however, they take pride in acquiring a deeper understanding of the material and incorporating or internalizing it into their everyday lives.

Believe it or not, building a product that users can use to learn and study is the easy part. Engaging those users so that they can get the most out of the system is much more

difficult. Especially when the content is dry as compliance training often can be.

**“90%
of executives agree
that learning and
development are
necessary for
the success of a
company.”**

To help overcome this challenge, we've identified the four key components that work to capture a learner's attention.

¹ LinkedIn Learning 2019 Report



01

Convenient, easy to digest content

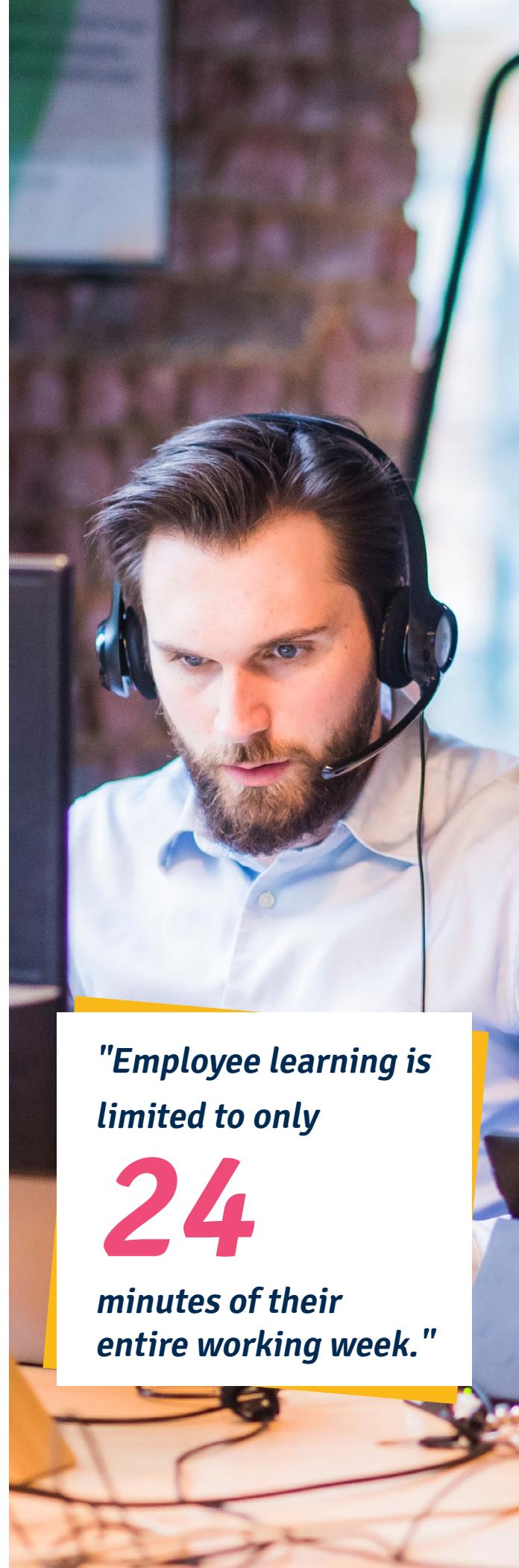
The models of education that have been traditionally used for workforce learning are no longer conducive to the modern workplace. The way we work has radically changed, and consequently, the time that an employee has to actually dedicate to learning is limited to only 24 minutes of their entire working week.²

Neurological research conducted by Herman Ebbinghaus demonstrated that people do not learn well through the style of “binge education” that is found in a traditional course. Rather, learning is increased through an individual’s exposure to new skills and ideas over time, with spaced learning and questioning in between.²

When creating your learning and development modules, remember

"the average attention span of a person has dropped from 12 seconds in 2000 to 8 seconds in 2013."³

With this in mind, consider ways of breaking up and “spacing” out your content through the use of videos, written content, quizzes and even audio learning elements such as podcasts. Creating more digestible smaller components can help time poor busy employees learn at a pace that suits them and readily fits into their work day. Statistically it has been shown that organisations who empower their employees with microlearning experience a 63% increase in revenue compared to their peers.⁴



**"Employee learning is limited to only
24
minutes of their entire working week."**

2 <https://joshbersin.com/2017/03/the-disruption-of-digital-learning-ten-things-we-have-learned/>

3 <https://www.statisticbrain.com/attention-span-statistics/>

4 <http://www.scholarpedia.org/Reward>





02

Incentivised learning

While the possession of knowledge is a motivating factor for many people, we also like to be congratulated for our work. Rewards and incentives motivate us to push forward and induce changes in observable behaviour. They serve as positive reinforcers by increasing the frequency of the behaviour that results in reward.⁵

A 2016 Harvard Business Review Study⁶ found that small rewards promote autonomous motivation in online classrooms. Rewards encourage learners to become more independent and self-motivated.

Furthermore, a survey by eLearning Industry⁷ found that:

"89% of users stated that a point or badge system increases their engagement on an LMS."

"Of those same users, 62% stated they would be motivated by a leader boardsystem."

To increase engagement among learners in your workforce, think about ways that you can use your existing LMS to reward your users, or consider implementing a platform that includes gamification features.

5 <https://hbr.org/2016/06/even-tiny-rewards-can-motivate-people-to-go-the-extra-mile>

6 <https://elearningindustry.com/top-gamification-statistics-and-facts-for-2015>

7 <https://www.pageuppeople.com/resource/top-11-learning-trends-for-2019/>





03

Manageable Milestones

Athletes and students are taught to use the SMART acronym to guide their goalsetting: creating goals that are Specific, Measurable, Achievable, Realistic, and Timely. These same principles can be adapted to foster engagement among professional learners.

Research suggests that long term goals are daunting for most people to undertake when there is no plan in place for how to achieve them. Some professional learners may already have identified short and long-term professional goals.

"Creating manageable milestones within their coursework or module can help to map out a plan for success."

With manageable milestones, learners are able to see keep sight of their long term objectives and the sub-goals needed to attain them.⁸ There are a number of ways that this strategy can be built into the gamification element of your LMS, such as recording and rewarding completion dates or correct answers on modules within a course, or by simply setting overarching target completion dates to keep learners focussed.⁸ Similarly gamifying elements of learning such as compliance training gives people 'safe' environment where they can take risks and receive positive reinforcement.⁴

4 <http://www.scholarpedia.org/Reward>

8 <https://www.psychologytoday.com/us/blog/coaching-and-parenting-young-athletes/201311/keys-effective-goal-setting>



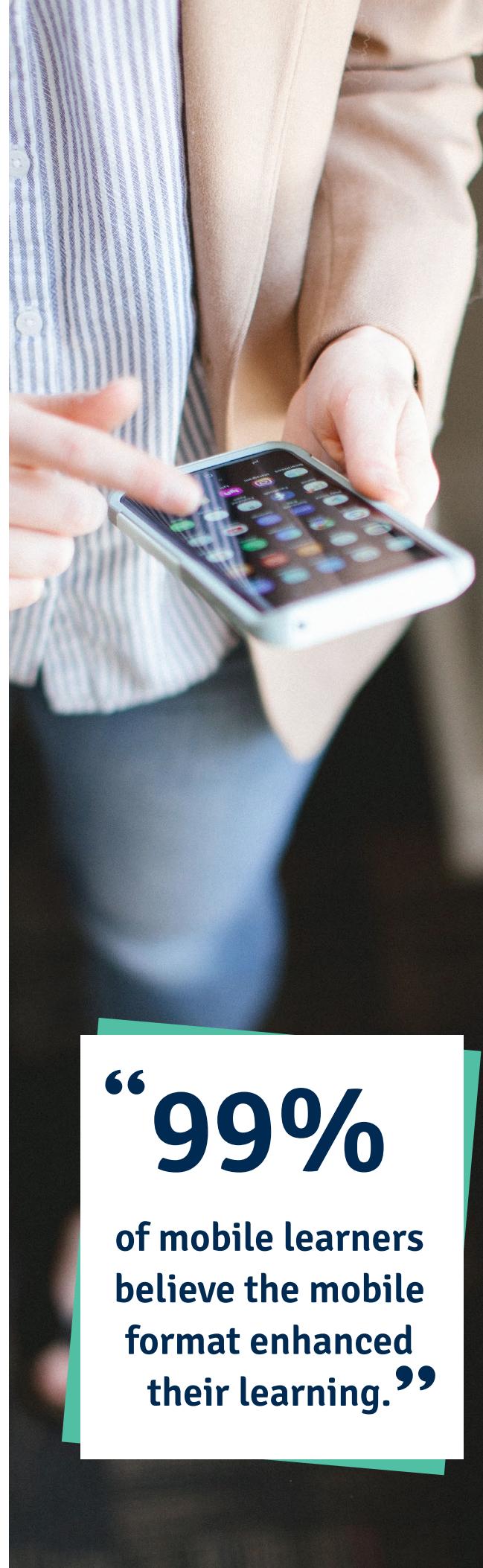
04

Accessibility and Responsiveness

As the world shifts to mobile, online applications must follow suit. It is crucial to ensure that your LMS is responsive and that your content has been created to adapt to as many devices and formats as possible.

Users must have the ability to access the system and content from a range of devices, including mobile. Limiting the ways that your users can access learning and development content means that they are not able to learn when and where it is convenient for them, which can severely impact their level of engagement. Over three-quarters of employees do at least some of their learning on a mobile device and 99% of mobile learners believe the mobile format enhanced their learning.⁴

These statistics alone demonstrate the importance of responsive design to an application and its scalability. Responsive design is no longer simply desirable – it's essential for user engagement.



“99%
**of mobile learners
believe the mobile
format enhanced
their learning.”**

⁴ <http://www.scholarpedia.org/Reward>



About Us

Acorn LMS is one of Australia's most popular and fastest-growing learning management systems. We strive to offer a platform that grows with each organisation and offers functionality based on the latest in educational research and best practices. Through the AGILE development of this platform, we have been able to offer one of the most successful and feature-rich e-learning solutions to date.

Since Acorns inception in 2014, we have maintained a 100% client retention rate and have on-boarded over 1 million learners with industry clients such as Attorney General's Office.

Visit www.acornlms.com to learn more about our product and how our LMS could further support your organisations learning and development needs.





acornlms.com