



# How to increase learner engagement



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# What is learner engagement?

Learner engagement reflects the quantity and quality of learner participation in their training. Essentially, it shows how successful a learning experience is as you can gauge the level of engagement across all participants.

Since learner engagement goes hand in hand with co-learner cooperation and interaction with materials and course providers, it's a great way to critically assess aspects of your learning experience.



# Why is it important?

Learner engagement is crucial, not only to employees getting value from your courses, but even just finishing them.

There are a whole host of stats around learning engagement. A key one is that teams are 14% to 18% less productive with poor engagement.

So what exactly are the benefits? Improving your learner engagement can result in:

- A boost in ROI
- Improved learning retention
- Improved learner performance
- A culture of learning
- Promoted communication
- Increased motivation to develop
- Longer employee retention



# 13 ways to improve your employee learner engagement

## 1 Market your course well and remind users

When you're launching learning, make sure you market it internally. Create nudges to relevant courses (try our ThinkNudge tool!), to share new courses with relevant audiences.

## 2 Make onboarding a priority for your people

Onboarding your team is key to ensuring a smooth start. It's a great way to kickstart an employee's relationship with your learning materials and core values.

## 3 Build a culture of learning

Creating a clear culture of learning in the workplace can have huge advantages. In fact, 94% of employees would stay at a company longer if it invested in their career development.

## 4 Provide high-quality learning materials

Low-quality content will struggle to capture or keep the attention of its viewers. Ask yourself:

- What is the point of this piece of learning?
- How can we keep it simple?

Can we personalise this content at all?

## Try blended learning 5

73% of teachers say blended learning increases engagement, so it's worth considering when creating your course material.

## 6 Invest in mentoring

Creating a strong mentor programme can provide your people the resources they need to develop further outside of standardised training.

## Personalise your learning experience 7

Create curated lists of learning for your people based on their job, skills and progression.

## 8 Encourage real-life application

Having learners recall information they learned helps them move new skills from their short-term memory to their long-term memory. Real life experience helps develop key competencies and can aid knowledge sharing.

## Test microlearning options

Providing short bursts of content can help learners manage their time when it comes to training.

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## 10 Try out social sharing

Let learners share what they are learning with their colleagues. Check out how [Totara Engage](#) can help enable this for your teams.

## Make it interactive

If you have the time and resource, you could create whole courses as games. In fact, some of our clients use us to create interactive quizzes for example, drag and drop quizzes etc.

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## 12 Promote long-term engagement

Research shows it can take 66 days on average to form a new habit. Create feedback options (like our [ThinkLoop tool](#)) to see how learners have applied their new knowledge.

## Report and evolve

Once you've created your course, it's not done and dusted. Your courses should constantly be evolving. And reporting can help you do that.

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## What else you should consider...

Planning your learner's journey from the very first touchpoint, right through to the last, is the key to boosting learner engagement.

Often, it's the little things that matter to learners, such as a seamless login experience or efficient search results.

So if you want to learn more about a platform that will help you take control of these little things, why not [book a demo](#) with us?

Think Learning is a leading partner of Totara that delivers learning and talent solutions to customers across sectors. We build on the solid basecode of tools and features from Totara to provide a totally bespoke learning experience based on your requirements and priorities.





# Why Think?

Powered by Totara, built by Think, we provide a custom talent platform for clients with a range of complex needs.

There's not 'one size fits all' when it comes to learning technology. With Think, you'll get a personalised solution to suit you, your organisation and your learners.



## responsive

We care as much about your learners as you do. We'll co-create a platform with you that really delivers the results you need



## collaborative

Our team and client base is built on communities of like-minded people who care deeply about safer, better places to work



## solution led

Delivering practical solutions that meet your unique needs, and ticking boxes for end-users and for your organisation



# Thank you

Book a demo with our team to see how we can support your L&D needs



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