How to **engage modern learners** using CYPHER

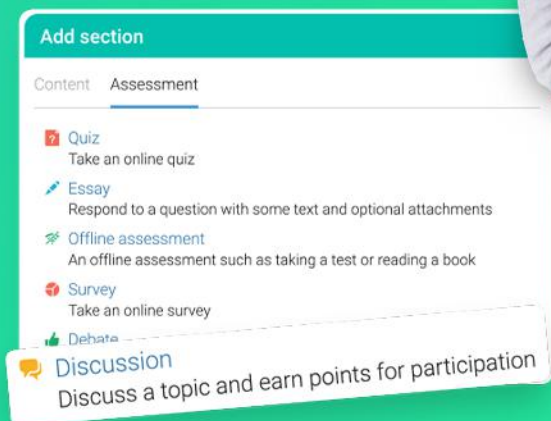# Table of contents

> To engage modern learners and make them interested in the learning materials, trainers need to create innovative courses and present them in an engaging format.

Understand learners' needs and skills

No one is interested in taking training that is irrelevant to their work. That's why doing **research and gathering data** needs to happen long before designing training sessions. **A learner persona** is a fictional profile of the target learner or group of learners that **helps design a better and more accurate learning experience**. When creating a learner persona, L&D specialists can include learners' challenges, motivators, knowledge, and skills.

Challenges

Most L&D programs are mobile-accessible, which reduces learning time. However, **time efficiency is a top concern for stakeholders**. Employees and managers feel that training gets in the way of work and look for ways to integrate it into their busy schedules.

Keeping up with workplace learning trends is another problem that learners are dealing with. There's a constant fear of missing out both in their personal lives and at work. However, organizations are trying out the latest trends in e-learning and HR tech.

Motivators

Different aspects draw the learner's interest. **Career advancement is a good motivator** to complete a course. **Small rewards** in the form of points, badges, or certificates also show appreciation for their efforts. Other types of bonuses such as team buildings or individual awards could also work. A printed-out diploma or a small token **makes learners feel like they have achieved something**.

Knowledge and skills

No one wants to be just another member of a team. By understanding their different personalities, knowledge, and skills, learners feel valued. In this way, instructors get **insight into their strengths and weaknesses** and discover which one of them works best when given autonomy and who needs more assistance. The **multicultural business world requires learners to have a complete set of soft skills** such as communication skills, people and time management. **Emotional intelligence, innovation, and critical thinking are also among the modern learner's top skills.**

How to engage learners with CYPHER

To engage modern learners and make them interested in the learning materials, **trainers need to create innovative courses and present them in an engaging format**.

Gamification, microlearning, personalized learning paths, and video training are also useful when providing training.

Personalized learning paths

Many employees seek jobs that provide relevant training. **They expect to get programs that are customized and can be accessed in their preferred format.** L&D specialists can use an LMS to create a personalized learning path that fits those requirements and ensures that learners

acquire the skills needed to perform better at their jobs. **Video content, social information sharing, and online courses** are becoming an integral part of training programs that help employees meet their professional goals. Targeted learning can later be used to track employee performance.
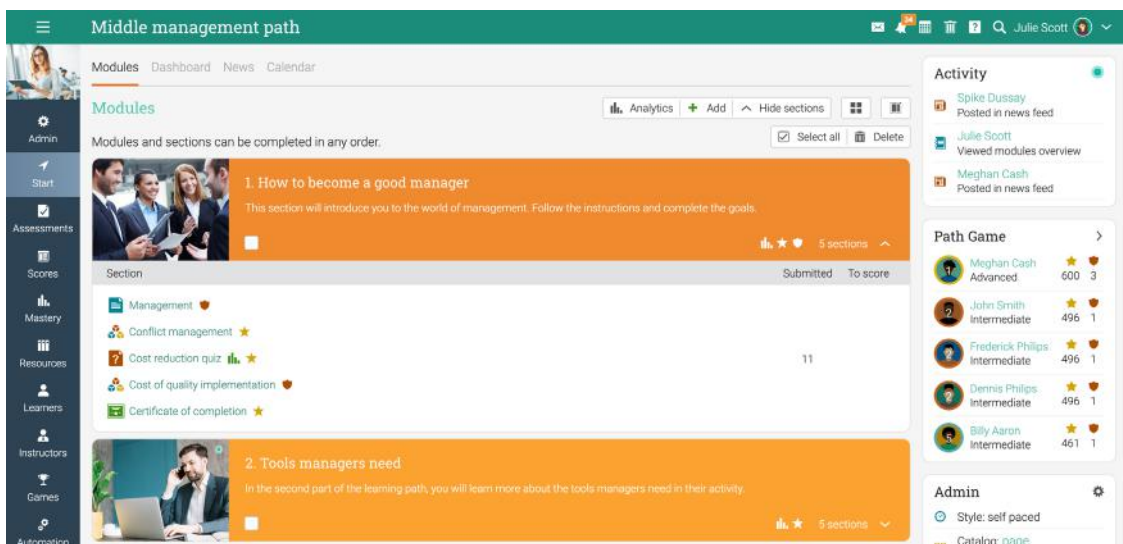
Gamification

By integrating gaming elements into training, learners are more likely to complete their training programs. Small rewards in the form of points, badges, and certificates **encourage learners to go through the materials**. When placed in teams, they tend to be more focused on the topic. They can check the leaderboard at any given moment, and **see how they are doing compared to other learners or teams**. Modern learners are used to different formats of games, so they appreciate being able to **learn in a fun and enjoyable environment**.
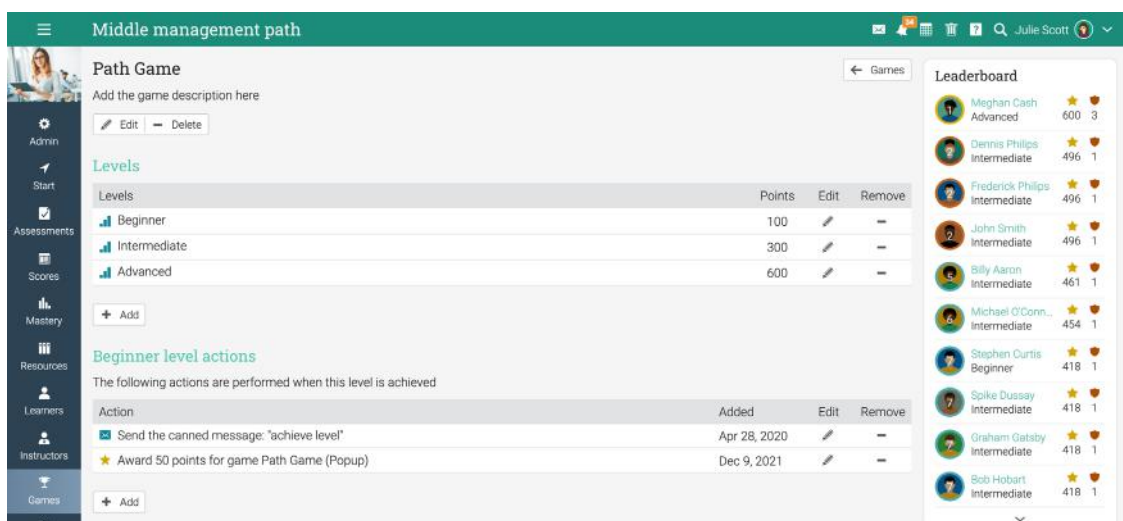
Mobile-friendly content

Many learners engage at the point of need, while others prefer learning at their desks, during their commute, or in their free time. **They are used to having access to information at any given time, so training sessions need to be available in that way.**

Make sure all learning materials **look good through the "mobile lens"**. Take your time when selecting and organizing your content and **give them the chance to be in control of their learning**.
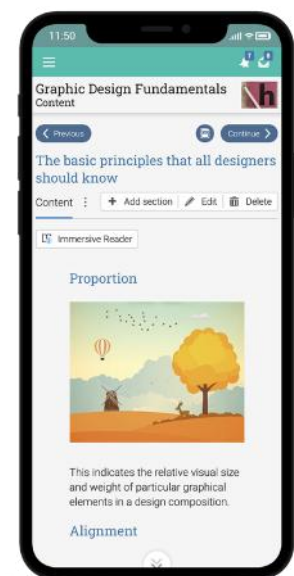
Micro learning

Micro learning is suitable for busy learners and organizations that are looking to **increase their productivity levels**. Simplicity is essential when creating micro learning content. Each micro module needs to focus on a central idea. The visual aspect is just as crucial. Microlearning can include graphs, images, and infographics that are well structured and easy to understand. Their prior knowledge, skills, and behaviors need to be considered when creating training content.
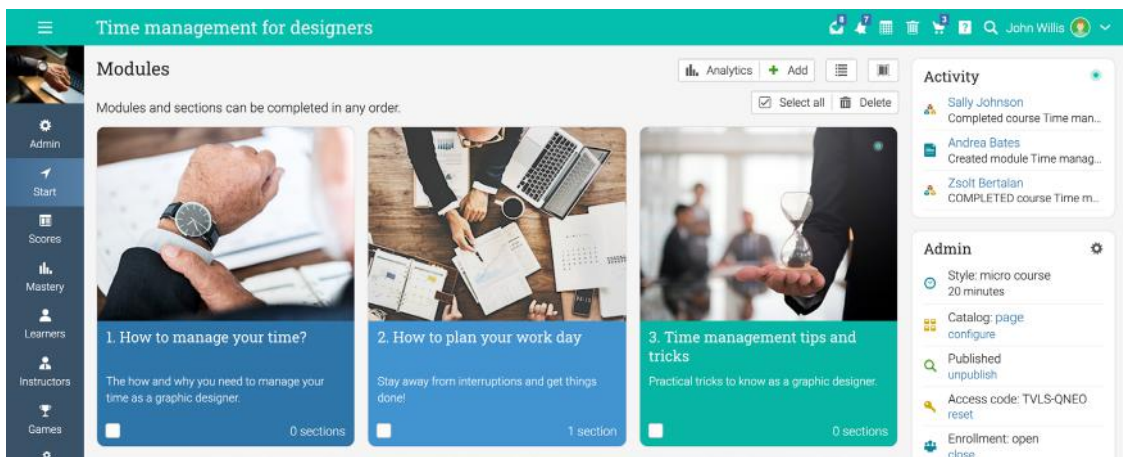
Discussion forums

Many LMSs have features such as discussion forums. Learners are more likely to seek out this kind of content as it is **less formal and easier to engage with**. They get to share knowledge or jokes and learn from one another. Each time there is a new reply in the original forum posting, **learners get a notification**. This means that they are up to date with everything that happens there and become more interested in learning more.
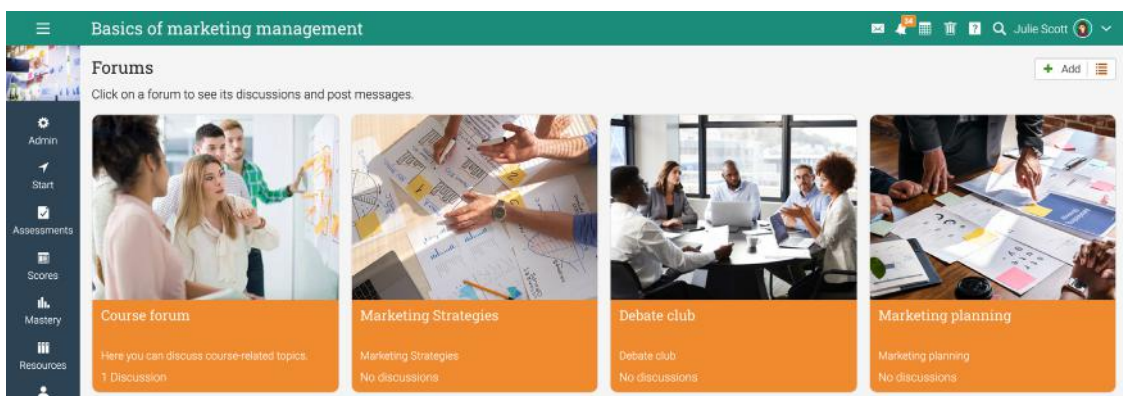
Groups and teams

The future of training involves **group discussions and teams where employees use their social skills for learning**. For example, users can take part in discussions starting from how to perform first aid to piano maintenance. Group discussions can be learner-led, pre-course preparation, mid-course support, post-course reinforcing. When working on the same project, employees can all be grouped in a team and talk freely about their ideas.
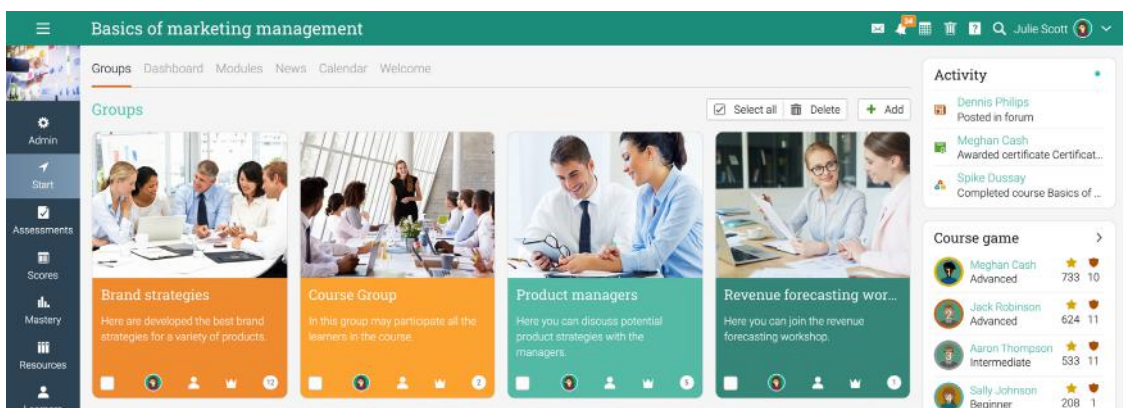
Automation

With automation, L&D professionals can make **learning more personalized, flexible,** and save time on their tasks. This feature can be used in different areas of the platform such as courses, groups, learning paths, and more. **Employees feel valued when awarded certificates of completion** for their courses or coupons. Automation rules award them automatically once they unlock certain goals.
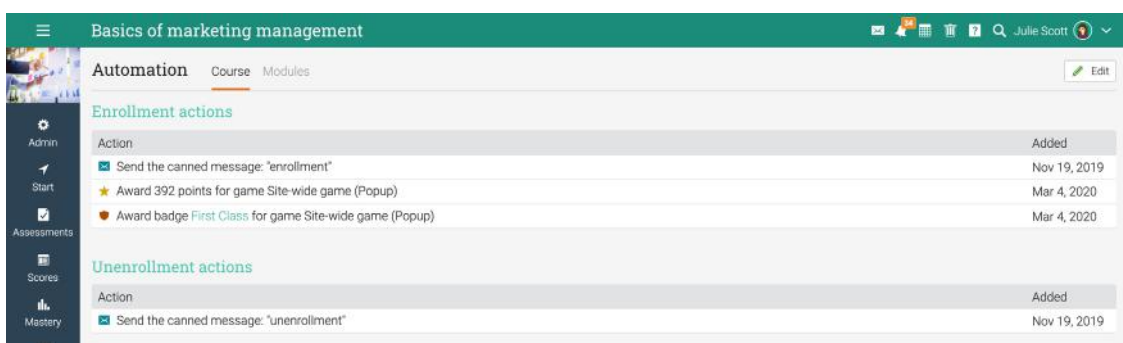
Public profiles

Learners can **share their accomplishments** using a public profile that can be shared on social media. **It can be personalized** with a profile picture, background, and it can display social links, a list of friends, awards, and certificates. When visiting other profiles, learners can view information about courses they are enrolled in, their badges, or the friends' list.
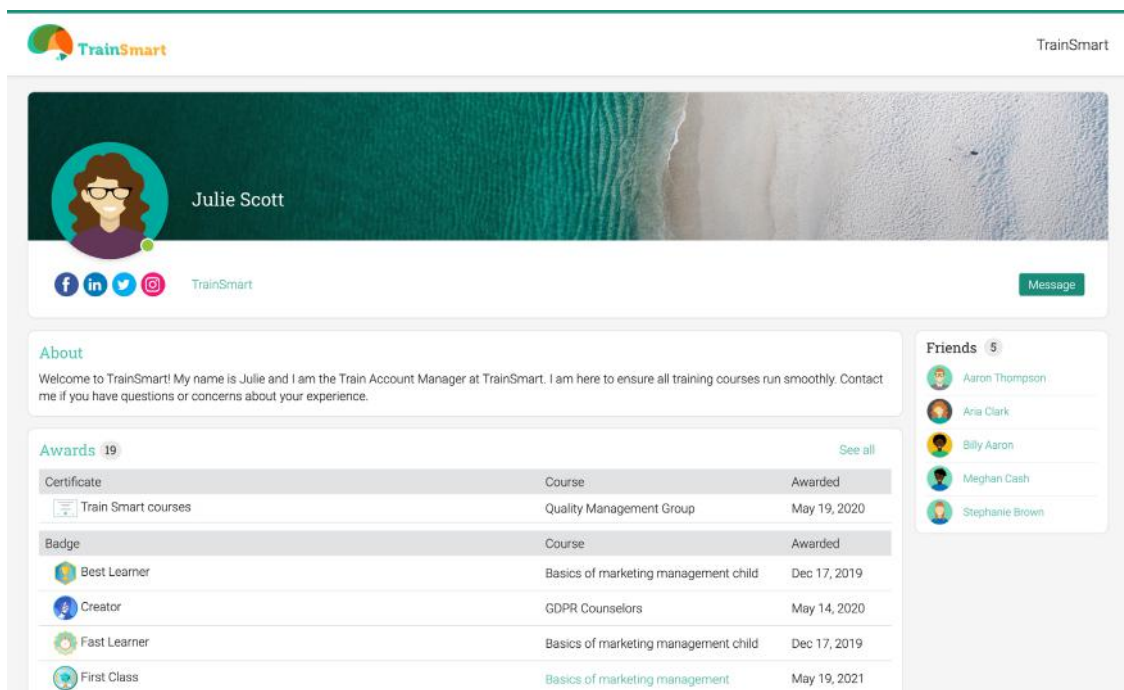
Activity display

CYPHER provides a better and more interactive learning experience thanks to the activity display feature. Learners understand that even when learning remotely there is **a whole community of users online** at the same time. They can also see updates in real-time from various activities in groups, courses, paths, and more.
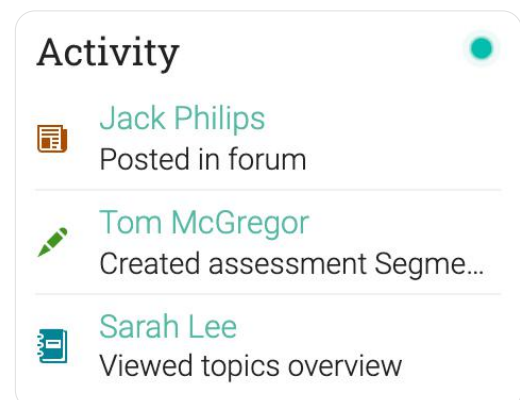
About CYPHER Learning

CYPHER Learning is leading the necessary disruption of learning platforms to unleash human potential with modern learning.

CYPHER exists to ignite lifelong passions through personalized, engaging, and limitless learning experiences for all. We give learning and development (L&D) professionals, HR, and trainers more time to train, build human connection into everything we do, and deliver tailored learning experiences that are meaningful and measurable.

Just the way modern learners expect.

The CYPHER platform is easy-to-use, beautifully designed, and infused with AI-powered technology. Every aspect beams thoughtful innovation and engineering that puts people first. Millions of users experience their "just in time, just for me, just the way I want it" approach in 50+ languages with the CYPHER award-winning platform.

To learn more about CYPHER Learning and our modern learning platform, visit us at

www.cypherlearning.com