

5 WAYS TO ENGAGE STUDENTS IN TRAINING

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Corporate training gets a bad rap. Sometimes deservedly so – it can be as dry and dull as the stereotype portrays, making it difficult to reach your goal of engaged, well-performing employees.

The good news is you don't have to follow this path. You can design your training to engage the learner and improve knowledge retention by taking advantage of evolving technology. While you should always analyze your training needs and develop targeted learning objectives, the tools highlighted below will help you create an engaged learning experience.

These tools share some similarities, but each has its own unique aspects.

ANIMATION

Using animation, you can:

- Break down complex concepts for learners. Actively illustrate what your students need to know through specific examples
- Introduce learning in small pieces. Using an animated guide throughout the training will tie the pieces together while delivering it in smaller chunks to enhance retention
- Enable students to interact with the training. Let students guide their avatar through the training, providing the control adult learners appreciate

WHITE BOARD

White boards are not just for classroom training anymore. With new technology, you can:

- Tell a story with beginning, middle, and end
- Break down complex processes – similar to animation, you can provide specific examples of a complicated process in small pieces
- Demonstrate processes and procedures. Show employees what they need to do instead of just telling them
- Create interactive learning experience more easily and less expensively than with video

VIDEO

With new technology, videos are easy to make and enhance training. Adding video to training:

- Captures a learner's attention while breaking up basic page turners
- Effectively reinforces previous content
- Asks learners to think and analyze
- Enables you to show, not tell, demonstrating processes and procedures
- Places the learner at the site where learning will occur, even if they're sitting at their desk or watching on their smart device

SIMULATION

While many utilities are required to provide simulation training, it is also an effective tool for engaging learners.

Through simulation, you can:

- Provide hands-on experience. More interactive than the previous three tools, simulation enables a student to actively participate in the training
- Give students an opportunity to practice concepts in a safe environment using real-world models
- Give instant feedback

GAMIFICATION

One of the newer tools for training, gamification applies game designs and concepts to training. Adding gamification to training enables you to:

- Motivate students through competition. Encouraging healthy competition between co-workers generates interest and excitement for training
- Links actions and achievement – students are rewarded for completing pieces of training correctly
- Enhances content mastery and job performance
- Gives instant feedback

TOOL TIPS

- ▶ Keep white board and video short. Definitely, no more than five minutes in length, preferably less than three minutes.
- ▶ Develop a script before starting production. Having a tight script will enable you to create an effective interaction
- ▶ Use music and sound effects as appropriate. For example, in animation and white boards, include a phone ringing or door closing if appropriate. In video, music can add interest and break up monotony
- ▶ Keep it simple. The more complicated your interactions are, the harder they are to develop and keep updated



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