



The Employee Engagement Playbook: 8 Proven Strategies to Drive Retention

Need the secret sauce to overcoming today's leading worker challenges—including hiring, retention, and motivation? Read on.

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Introduction

Welcome to the Revolution in Employee Learning

What if you had untapped potential within your organization and it was hiding in plain sight? What would it take for you to discover that potential and let it work for you? This scenario is playing out in companies around the world. The untapped potential is within their own employees. Often, a company's employees have skills and capabilities that they've yet to recognize. What's often missing from the equation is a robust learning program supported by an innovative Learning Management System (LMS).

In the past couple of decades, employee learning programs have changed to reflect evolving market realities. But in the past few years, there has been a veritable learning revolution. A growing number of organizations are realizing they need more robust learning programs, not only to effectively train employees for their jobs, but also to compete for the best employees, retain workers who have other options, and motivate team members to both embrace their current positions and create long-term career paths within the company.

The rapidly evolving world of employee learning is creating new demand for technologies and tools that can support the multiple dimensions of a robust learning program. Important aspects of a complete learning and development (L&D) program that serves both employees and employers include mobile-ready tools, microlearning capabilities, a continuous learning culture, adaptive learning functionality, and social and collaborative learning tools—along with the ability to measure the learning program's real business impact.

To power this new world of employee learning, organizations need an LMS that meets each of their unique L&D goals. Schoox is a longtime leader among an ever-expanding market of learning software companies, many of whom are just now getting onboard.

In this e-book, you'll learn about the critical elements of an LMS today so your organization can join the learning revolution fully equipped to hire the best workers, retain them, and motivate them to perform at their highest capacity while loving their jobs.

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CHAPTER 1

L&D Plays a Leading Role in Employee Recruitment, Retention, and Motivation—Here's Why



If you asked any HR leader about employee recruitment, retention, and motivation before the COVID-19 pandemic, they were likely to say it's an ongoing struggle with many wins along the way. Ask them now, post-pandemic and post-Great Resignation, and they are likely to say they are facing a crisis with few wins.

Before 2020, most HR teams had a relatively easy time filling job openings with multiple potential employees applying for nearly every position. Today, open positions often remain unfilled for extended periods—even indefinitely.

In light of this reality, the business world is seeking concrete solutions to overcome the problem of not being able to fill job openings. Employers are considering everything from nontraditional sources of recruiting (high schoolers, veterans, people from other countries, to name a few) to pampering employees with gourmet dining services and wellness programs.

While many of the ideas are not yet proven, there is one workplace program that is set up to be a change agent for three common challenges—recruitment, retention, and motivation. That solution is continuous employee learning.

Why Invest in Employee Learning?

Robust learning programs have been shown to have a direct impact on employee job satisfaction—and that directly impacts recruitment, retention, and motivation. Employees are attracted to companies that care enough about their workers to give them the knowledge and tools they need to perform their jobs well and to advance their careers. Workers who are happy with their jobs tend to stay and are more motivated.

The first question many organizations ask when considering a learning management system (LMS) is cost. They want to know the bottom line. But what is often left out of the conversation is what they stand to gain by deploying the right LMS. After all, what amount of revenue is lost when an organization cannot recruit enough workers to fill their job openings? What's the cost of turnover when workers quit? And what is the price of having unmotivated employees performing jobs they don't like? Simply stated, these costs are high.

Consider these stats:

- U.S. annual voluntary job turnover is likely to jump nearly 20% in 2022—with 37.4 million quitting their jobs vs. 31.9 million pre-pandemic ([Gartner](#))
- There were nearly 11.5 million unfilled U.S. job openings in the first quarter of 2022 ([FRED](#))
- The U.S. saw its first annual engaged worker decline in a decade—dropping from 36% in 2020 to 34% in 2021 ([Gallup](#))

41% of enterprise employees have left or would consider leaving their job due to poor collaboration, and 64% claim that poor collaboration is costing them at least 3 hours per week in productivity, with 20% claiming they are wasting as many as 6 hours per week. ([COREL](#))

While this all sounds dire, there are proactive steps organizations can take to turn things around. Deploying a high-impact learning program is at the top of the list. Actually, a [Gallup report](#) on the ongoing U.S. employee engagement slump found that consistently upskilling managers to coach employees on their strengths helps support employee job engagement. And that's just one example!

The Upside of Upskilling and Reskilling

Speaking of upskilling (along with its counterpart, reskilling) these two learning initiatives not only help address job gaps and foster talent development, but also have become another aspect of employee learning expectations. In fact, [48% of American workers](#) would switch to a new job if offered skills training opportunities.

Over 39% of learning and development (L&D) professionals in the U.S. identified upskilling and reskilling as their top priorities, according to the LinkedIn [2022 Workplace Learning Report](#). Proving that this is not exactly a new problem, an earlier report, [The Upskilling Crisis](#), found that 56% of HR professionals and U.S. employees described their organization's skills gap as moderate to severe.

The impetus for reskilling workers is equally critical. In early 2020, the [World Economic Forum](#) sounded an alarm by announcing: "The world is facing a reskilling emergency. We need to reskill more than 1 billion people by 2030."

L&D programs can be an appealing employee benefit. In fact, skills training is one of the top perks younger workers look for in a new job—66% of workers ages 18 to 24 ranked learning new skills as the third-most important perk when evaluating new job opportunities—behind only health insurance and disability benefits. ([GALLUP](#))

Offer Employees More Opportunities for Growth

The message is clear—or should be by now. Employees need more learning opportunities to accept jobs, to stay with their companies, and to remain motivated to perform at their optimum capacity while on the job. If employers want these outcomes, they should consider deploying an LMS that will support these goals.

Here are three critical ways that an LMS can positively impact your organization's employee crisis:

- 1 Attract more talent and fill job vacancies:** A robust learning program communicates to job candidates that you are serious about employee training and development. To leverage this opportunity, include a description of your learning program in your job ads. Let job seekers know that learning is central to the commitment to your employees. Also, make it a point of conversation during job interviews.
- 2 Develop your employees through your LMS:** The onboarding process will show new hires right away that your learning program delivers on its promises. They also gain insight about the ongoing opportunities for learning, upskilling, and reskilling available to them—from short-term job skills to a long-term career path.
- 3 Improve retention and lower turnover:** At some point in their careers, employees may begin to wonder “why should I stay at my job?” Access to a learning program that gives them multiple opportunities for training, learning, upskilling, reskilling, and advancing their career is a benefit not all companies offer, making your company more attractive to potential candidates. Even better is having an LMS that includes opportunities for connection, community, and friendly competition among their peers. These features expand employees' feelings of connectedness with the company and their place in the organization. In this way, a rich and rewarding learning program becomes a competitive advantage.

In today's intensely competitive job market, having no learning program or an outdated approach to talent development will limit your ability to recruit, retain, and motivate employees. Isn't it time to view an LMS as the powerful talent development tool you need working for you in your corner?

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CHAPTER 2

Mobile Learning Must-Haves— Engage Learners Wherever They Are



To succeed in our ever-changing working world, organizations must deliver modern learning programs that cover a wide swath of territory—including mobile learning. Traditional learning programs are built for desktop workers. As a result, they don't meet the needs of today's workers, whose phone is typically their primary digital device.

Mobile Learning Is a Must-Have for Modern Workers

Mobile learning is critical to meet today's employees where they are—which is on their phones. And it's not just millennials and Gen Z workers. Most people use their mobile phones more than they use other devices.

LinkedIn's 2019 Workplace Learning Report found that employees of all ages are more mobile-device-oriented than ever. Yet, PwC found that only [60% of employees](#) say they're satisfied with the mobile learning options available at work.

Two of the primary benefits of mobile learning are accessibility and engagement.

Accessibility is critical for learning programs because today's employees work in different places at different times. They could be on the frontline interacting with customers, behind the scenes analyzing reports, or off-site on a new project. Mobile learning removes the friction points in the learning process by allowing workers to learn in their own way and when it's most convenient for them, such as during downtime or while commuting. This gives them the power to learn at their own pace and improves their learning experience.

Engagement is vital because engaged employees are more likely to perform better than those who are unengaged with their work. The key to engagement is to personalize learning experiences. This is the opposite of the traditional one-size-fits-all learning model.

Must-Have LMS Features for Mobile Learning

Jumping on the fast-moving mobile learning train requires developing a learning strategy that takes mobile elements into consideration. The secret to mobile learning success is having an intuitive, feature-rich app. To ensure your workers have the access to your learning program when and where they need it, your mobile learning app should include the following:

- **A seamless learning experience, on- or offline:** Whether they're on a mobile device or a desktop, your employees must have the same branded user experience with no gaps in access or performance. For example, they need to be able to pause a training session while on one device and pick up where they left off on another. Or they need to be able to download content for offline viewing when there is no internet connection or to avoid mobile data charges.
- **Support group participation:** You need the ability to create groups or cohorts of learners across teams or regions, and encourage your employees to stay connected with each other.
- **An intuitive user interface:** To avoid frustrating workers, mobile learning apps need to be easy to use. For example, a learner should be able to search for courses in a few clicks. And learners should receive push notifications about course assignments, due dates, and more, so they can stay in the loop no matter where they are.

- **Gamification:** Game elements make learning fun, and mobile learning and game playing go hand in hand. A mobile-ready learning app that supports gamification provides an opportunity to increase worker engagement and satisfaction.
- **Multimedia content:** A mobile learning app should support diverse types of content to achieve higher engagement levels and better learning outcomes. For example, videos and interactive SCORM files are ideal for mobile consumption.

And don't forget about your managers. It's just as important to make sure they have administrative capabilities on mobile devices, such as dashboard access, compliance tracking, performance reviews, and more. This gives them the ability to track worker progress, event attendance, and course completions, and to share critical communications even when they are on the go. As a result, you'll reduce lags in your learning program momentum.

Today's workforce needs convenient, mobile learning opportunities that they can access at a time and place that works for them and on the device of their choosing. Schoox's native mobile apps for iOS and Android devices give workers that ability. As a result, they can easily access and share content, communicate with their peers, send and receive push notifications about course assignments, and much more. Schoox has your back in today's mobile learning world.

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CHAPTER 3

Create a Microlearning Strategy That Delivers Performance Support in Bite-Size Chunks

While many organizations want to provide more better learning programs for their employees, they often run into common barriers—lack of time, lack of resources, and changing learning expectations are a few. However, there’s a way over these hurdles—microlearning.

Microlearning is about delivering learning content in bite-size chunks that workers can easily consume whenever they have three to 10 minutes of downtime. Because the lessons are short and sweet, but fulfilling, they meet modern workers’ expectations for learning. They can learn skills they need on the spot without having to sit through complicated coursework for hours at a time.

This is especially important to millennials and younger generations who by 2020 accounted for more than half of all Americans, according to [Brookings](#). As a result, they will increasingly dominate the workplace of the future. They have been raised in the internet and social media age—which is a world filled with bite-size content consumption and shorter attention spans. All this makes microlearning the perfect addition to an effective learning program.



Keeping Workers Fully Engaged in Their Own Learning Journeys

Microlearning delivers many benefits. In particular, it enables employees to be masters of their own learning journeys, yet still fully supported by their employers. Because each lesson is short and concise, employees can consume them on an ongoing basis. This steady ingestion of new insights and knowledge provides ongoing performance support—something that’s essential for boosting employee morale. At the same time, it mitigates common risks, such as boredom or loss of motivation. A series of short, interesting lessons will keep employees fully engaged in their continuous learning journey.

What’s more, microlearning can be designed to address specific skills or topics that employees are interested in so they can perform their jobs better. This could be a skill they already learned, but want a refresher lesson about, for example. Micro-lessons give employees the opportunity to refresh their knowledge without needing to spend time on a long course or read multiple pieces of content, empowering workers to steer their own learning paths.

Microlearning Overcomes Workers’ Pain Points

Microlearning smooths over many pain points employees may have, such as finding the time to learn. Organizations also stand to gain significant benefits when they deploy microlearning opportunities, including:

Boosting learners’ motivation to keep learning: Microlearning delivers that elusive quality humans crave: instant gratification. Learning a new skill or task in a few minutes gives workers a sense of accomplishment—something they’ll want to repeat.

Bridging performance gaps: Because each micro-lesson focuses on one single task, skill, or concept, learners can choose to consume the lessons that fill in missing gaps in their performance. In this way, they can quickly jump over hurdles to achieving ideal performance of the job without having to sit through long and boring lessons.

Supporting knowledge retention: It’s much easier to digest and process small lessons than large ones. As a result, workers can easily move from nugget to nugget, retaining each micro-lesson as they go.

Supporting mobile learning: Because each micro-lesson takes only minutes to consume, workers can easily run through lessons on the go on their mobile devices.

Providing fast, easy, and cost-effective course creation: L&D professionals can get bogged down creating long and detailed lessons. But micro-lessons can often be created and uploaded quickly. This allows organizations to have a greater impact faster.



Tips on Creating Impactful Microlearning Lessons

If you haven't already embarked on the microlearning journey in your organization, here are tips to get started.

- 1 Start with your employees' learning needs:** What are the lessons your workers need that can best be delivered in small chunks? These are often called the "moments of need." Microlearning for employee training is most effective when it's used in an engaging package that fills in immediate knowledge gaps.
- 2 Think small, digestible nuggets of wisdom:** Focus on a single subject for each lesson. Get straight to the point. If you want to share more information on the topic, provide optional links for related content, thereby giving workers the ability to dig deeper or choose their way forward.
- 3 Choose your microlearning content format wisely:** Microlearning comes in many formats, including videos, infographics, podcasts, social media posts, gamification, articles, simulations, and much more. Choose the format that is most appropriate for each lesson.
- 4 Use real-world examples:** A powerful way to ratchet up the impact of small lessons is to weave experiential insights into the content through actual on-the-job scenarios. This will help learners relate to the content and see exactly how it's applicable to them.
- 5 Make some lessons interactive:** To fully engage your learners, weave an interactive component through simulations, interactive motions, and gamification into some of the lessons.
- 6 Include links on related content:** Just because the lessons are short, doesn't mean employees have to stop there. Add links to additional content, both required and optional, that expands on or dovetails with the micro-lesson.

When microlearning is delivered consistently it can improve employee knowledge and retention. Another benefit of microlearning is that it helps employees develop a habit of continuous learning. This achieves the dual goal of helping the employee perform better while helping the organization succeed.

Many L&D teams struggle with content curation and delivery. Without the right learning management system, microlearning can quickly become even more complicated than traditional learning. Because microlearning consists of so many different parts, it's critical for L&D teams who want to leverage it to utilize a platform that makes organizing, segmenting, and delivering content easy. It's also important to consider a platform that offers a mobile app, as this is how learners are most accustomed to consuming this kind of content.

Schoox is the ideal platform to enable microlearning both because of its comprehensive content curation and delivery options, and its native mobile apps available for iOS and Android devices. Schoox makes it easy for L&D teams to curate or upload content in any format, including those which work best for microlearning, like videos. Through its mobile app, which is available to customers at no additional cost, learners can access their entire course libraries in a way that feels natural to them, further encouraging engagement.



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CHAPTER 4

The Key Ingredients for Creating a Continuous Learning Culture



Continuous learning, also called lifelong learning, is not a new trend. But it's a trend that has picked up speed in the past couple of years as organizations place more focus on optimizing their employee learning. This is especially true in the wake of millions of workers leaving the workforce and fewer people applying for the many job openings.

Simply stated, continuous learning is a methodology that supports ongoing learning of new skills and knowledge acquisition, in particular, of individual employees' unique talents and skills. While companies can offer continuous learning opportunities, the backbone of the concept involves employees taking the initiative to engage in new learning challenges on their own. Embracing a continuous learning culture and nurturing the unique talents of individual employees sets up organizations and workers for long-term success.

Organizations that have already implemented a continuous learning culture share many of the same traits. Companies that have not yet implemented a continuous learning culture can learn from them, as well as leverage best practice guidance for creating a company culture that nurtures individual talents.

The investment in a continuous learning culture is well worth the benefits gained, which include:

- Employees feel more empowered and valued and are more likely to stay with the organization.
- Employees perform their jobs better and with greater motivation.
- As workers continue to learn and grow, they find multiple avenues for advancement.

What Do Continuous Learning Cultures Have in Common?

While every organization's continuous learning culture is unique to its industry, products, and values, there are three leading characteristics they have in common—each of which is critical to maintaining continuous learning success:

- Employees are encouraged and empowered to explore learning opportunities and implement creative ideas that help them expand their capabilities and advance in their career.
- Employees gain the agility to learn in ways that help organizations transform and adapt in an ever-changing world.
- Organizations gain adaptiveness and continuous improvement in every critical area of success, including processes, solutions, and products.

Tips to Build a Company Culture That Nurtures Individual Talents

The following components are hallmarks of successful continuous learning workplace cultures.

- 1 **Support learning experience personalization:** One key to success is aligning your learning resources with your business requirements and with employees' interests and career development needs.

- 2 **Support learning habit creation:** Continuous learning can be viewed as a habit that workers adopt to keep gaining new knowledge and skills. Your organization can support this habit creation in several ways, including making learning easy, accessible, and meaningful. This could include sending out reminders in a daily feed, supporting worker learning collaboration, and providing goal setting and feedback.

- 3 **Support social learning:** When you think about it, most learning throughout a person's life takes place in social settings. This provides a valuable opportunity to share information, ideas, and resources among peers. Social learning should extend into the workplace with the support of an LMS's learning collaboration tools.

- 4 **Support progress assessments:** Everyone loves to know how they are progressing on goals. This is especially true in organizational learning. Employees want to know that they are making progress on their career journey, which helps them stay motivated. To facilitate this advantage, create performance goals and metrics that can be used to measure the impact of learning materials. This gives you valuable insight into tying learning goals to career progression and more.

- 5 **Create a new learning-focused leadership role:** Building and maintaining a continuous learning culture requires strong leadership. If you don't already have one, consider hiring a learning champion, such as a Chief Learning Officer, and a supportive team. They will be critical to transforming your organizational culture into one that supports continuous learning in a meaningful way—from course creation to assessment.

As skills gaps remain a concern across today's business world, organizations can be encouraged by the fact that workers want to learn. In fact, self-driven learning is at an all-time high. Employees are listening to podcasts, watching videos, reading blogs, attending virtual conferences, and taking online courses. Companies that recognize, encourage, and support workers' interest in learning stand to gain a considerable advantage—including reaching their goals in hiring, retention, productivity, and sales. The message is clear: harness employees' interests and goals, and guide them in a direction that matches the organization's needs by building a culture of continuous learning.

Schoox has long recognized the value of continuous learning and built intuitive and intelligent learning tools into the platform. With Schoox, learning and training teams are able to easily deliver engaging, continuous, and personalized learning and development experiences that drive business impact. As a result, they can help employees learn more, connect deeper, adapt faster, and perform better.



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CHAPTER 5

The Power of Personalization: How Adaptive Learning Drives Employee Engagement



When it comes to learning on the job, often speed is of the essence. One way to accelerate the traditional learning process is to deploy adaptive learning. If there was a fast track in organizational learning, this would be it. Why? Because adaptive learning is aimed straight at workers' weak points—in other words, the gaps in their skills. Adaptive learning focuses on where workers need to become competent.

As a result, employees learn what they don't know at record speed. For example, improving time efficiency in training is crucial for frontline workers where time on the floor and in front of customers is critical to operations.

This high-speed approach has struck a chord in the business world. Adaptive learning itself is on a fast track, according to [ResearchandMarkets.com](https://www.researchandmarkets.com). The Global Adaptive Learning Market, which was estimated at \$2,016,250 in 2021, is expected to reach \$2,492,080 in 2022, and \$7,278,202 by 2027—a projected growth rate of 23.85%.

The growth makes sense when you consider the advantages organizations gain by deploying adaptive learning, including:

- Pinpointing workers' skill gaps using the power of AI and ML technologies
- Distributing relevant learning material to individual workers to fill in their unique skill gaps
- Soliciting feedback from workers at regular intervals
- Tweaking employees' career paths according to their existing skill sets, learning paces, cognitive abilities, and preferences

Why Employees Need Personalized Learning Experiences

No two workers are alike. They each have different skills, weaknesses, career goals, and preferences. When you think about it, it makes sense that learning should be personalized to individual needs and goals. No traditional, generic learning program can deliver the power of adaptive learning.

Adaptive learning is personalized learning that uses technology to modify content to a learner's individual needs. Through the application of algorithms or AI, the technology modifies content in real time based on learners' behaviors and interactions. One of the many advantages organizations gain when they deploy adaptive learning includes improving employee engagement by helping them pave individual pathways to learning—at their own pace.

How to Enhance Personalization With Learning Technology

To leverage the power of adaptive learning and personalization, deploy an LMS that can do things like suggest personalized learning paths, track what workers have learned, and assess employee progress. Schoox fully supports the power of personalization with adaptive learning functionality designed to help employees build successful careers in your organization. Your business gains happier and more productive workers, as well as improvements in business results.

Schoox delivers a wide range of adaptive learning capabilities—from personalized course recommendations to learning pathway suggestions to career journey progress tracking. Your L&D team gains the power to:

- Choose which employees have access to exploring career learning paths
- Define factors around when to suggest personalized courses to employees
- Access each worker's "impact factor," based on job, skills performance, and skills strength
- Give each employee a list of suggested courses ranked by their impact factor
- Customize course sequences in the learning path so each worker is set up for success
- Let your employees follow updated learning paths based on their progress
- Track which learning paths your employees are completing and their progress
- Conduct assessments based on their career development skills progress

One-size-fits-all learning programs no longer work in a world where employees expect their individual wants and needs to be recognized and supported. Adaptive learning makes it possible and easy for organizations to understand and support each worker's individual learning path—both to strengthen their skills for their current job and to learn new skills required for their desired career path within your organization.

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CHAPTER 6

Why Add Social and Collaborative Learning to Your Program?



Social learning plays a critical role in building a positive and healthy workplace learning culture—especially when learners are empowered to take charge of their own learning experiences. In hybrid workplaces, which are so common now, where team members don't always see each other face to face, it's important to help your employees stay connected with one another with the right digital tools.

[Brain science](#) research indicates that effective learning is dependent on interaction and strong team cohesion. The [70-20-10 model](#) states that informal, hands-on experience in the office, along with learning from other employees, makes up 90% of the way employees learn.

L&D plays a critical role in developing a culture of social communication and collaboration among workers, but not all platforms are the same. L&D teams will want to select a platform that integrates social and collaboration features to facilitate employee interaction. The right LMS will allow for this through news feeds, activities, gamification, and more.

Leverage a Range of Social and Collaborative Learning Features

Here are some examples of social and collaboration learning functionality:

Groups: To encourage team building, create groups around different topics that allow employees to collaborate and share ideas or content on topics they care about. Support the exchange of real-time communication by enabling chat features and wall posts within the group.

Discussion boards: To facilitate conversations and stimulate social connections among workers and teams, utilize discussion boards. Organizations can share helpful posts to motivate workers and help them learn from each other, including highlighting helpful replies and posts on any conversation.

Collaboration tools: Popular collaboration tools like Slack and Microsoft Teams can be integrated into an LMS, allowing direct messaging and communication on familiar apps between managers and team members.

Instant notifications: Employees can receive real-time notifications on their mobile devices for announcements, course assignments, completion due dates, certification expirations, peer messages, and more. Shared company news feeds encourage collaboration on a one-to-many basis across the entire organization, while giving employees access to targeted training resources and updates.

Polls and surveys: These tools provide workers with opportunities to have their voices heard, which boosts engagement, builds community, and encourages learner ownership. The feedback generated can also help identify areas of opportunity or improvement within the learning program.

Gamification: Game elements add a dose of fun to the learning process—which drives friendly competition, motivation, and success. Within a gamification scenario, workers can be paired up or gathered into groups to solve problems, complete activities, collaborate on group objectives, and win rewards. As part of the learning component of gamification, employees are given tips, tricks, and quizzes throughout the process. The steady growth in popularity of gamification over the past many years is due to one fundamental factor—it works.

Leaderboards: Also known as scoreboards, leaderboards are considered one of the most popular elements of gamification and a huge behavioral motivator. They empower L&D leaders to introduce friendly, performance-based competition among employees, encouraging them to further engage with learning content while connecting with their coworkers. Leaderboards show workers where they stand among teammates and who is “winning,” while inspiring everyone to continue learning.

Rewards: It’s important to offer learners positive feedback for course progress and completion through rewards. This helps employees feel valued, showcases their accomplishments, and gives them social recognition. Common rewards include points, badges, and certificates. Rewards can also be monetary—like discounts, coupons, and gift cards. When employees know they’ll receive rewards for completing training steps, they’re more likely to engage.

Goals: A twist on gamification is to simply give employees a series of goals to complete related to their jobs. As they meet each goal, they advance to the next step in the series. After each goal is met, they receive a reward, such as badges or points.

Experience the Benefits of Social and Collaborative Learning in Your Organization

Multiple studies and real-world experiences speak to the power of social and collaborative learning to build a stronger team dynamic, minimize costs, and support better peer-based learning opportunities. Here are leading examples of what companies gain when they support this approach to learning.

Inspire engagement: The point of social and collaborative tools is to inspire users to engage with the content and each other. This is especially important for tasks that are typically not viewed as enjoyable, such as in-depth safety or compliance training.

Enhance motivation: Successful social and collaborative learning features, like gamification, tap into users' intrinsic motivations, such as becoming more skilled at their job. And it offers extrinsic motivation, such as rewards, points, and badges. Both encourage employees to complete their lessons and continue exploring and learning.

Encourage collaboration: Social learning tools create a secure environment for employees to interact via friendly competition. This empowers them to foster positive relationships with colleagues and build stronger connections.

Improve training results: Studies have shown a strong correlation between gamification and a high level of training success. When workers experience greater learning satisfaction, they gain greater job competence. They'll also enjoy their job more and are more productive.

Engage the Power of Crowdsourcing

Given that workers today are often collaborating on diverse projects, there is a great need to use the right tools to enable social learning and collaboration at work, such as discussion boards, instant messaging, and groups. Yet crowdsourcing and internal knowledge sharing are often overlooked by many organizations. One reason is likely that their LMS does not support this type of learning.

L&D leaders need to embrace these tools to create engaging learning opportunities that help build a culture of learning and encourage people to work together. Schoox's social and collaboration capabilities empower organizations with simple yet powerful tools that encourage team building, group communication, and peer support—whether your workforce is in the office, on-site, or working remotely.

With Schoox, employees get to reap all the benefits of collaborating in a secure digital environment, while L&D professionals gain an intuitive system that makes it easy to manage permissions, monitor social interactions, and create fun learning experiences that foster healthy competition among employees.



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CHAPTER 7

Learning ROI—How to Measure the Business Impact of Learning Programs

A 353% ROI! That's the key finding of a workforce performance and learning study [conducted by Accenture](#) about organizations' investment in employee learning programs. In other words, for every dollar an organization invests in training, they receive \$4.53 in return.

While the numbers will be different for every organization, it's clear from numerous reports that learning programs deliver a significant return on the investment companies make in educating their workers.

Getting a good ROI for any investment is critical in business. This is particularly important for learning initiatives and tools because their value may not be clearly understood by the C-suite. HR and L&D teams need to make a strong business case in order to justify the value and critical importance of having the right learning technology platforms in place.



Make a Strong Business Case for Investing in Employee Development

In 2017, LinkedIn's first annual [Workplace Learning Report](#) found that Chief Learning Officers (CLOs) were facing increasing pressure to deliver learning programs that both engaged employees and positively impacted their organization's bottom line. Business leaders expect to see proof that the investment in learning is paying off—both in increased workforce performance and financial return.

Showcasing the impact of ongoing employee learning and development is sometimes the sticking point because there isn't always a clear way to present results. L&D teams should have access to the tools they need to track learning analytics and measure outcomes. Yet, many LMSs only collect a limited amount of learning data and come up short on business impact insights.

What's more, companies have traditionally measured the effectiveness of L&D programs through metrics like course completions, class attendance, pre- and post-surveys or assessments, engagement surveys, and direct feedback. But none of these speak to an actual business ROI.

What you need is an easy-to-use, flexible, and impactful measurement system. What many LMS providers haven't figured out yet is that there are proven ways that L&D teams can use business key performance indicators (KPIs) combined with LMS data to obtain deep, measurable insights. Schoox recognized this demand and added tools to make this not only possible, but easy. The platform's Business Impact module provides the tools to correlate KPIs with training metrics without requiring a separate business intelligence application.

How to Calculate the ROI of Learning

To gain valuable ROI insights, learning systems have to break out of the limited approaches of the past. What's been missing is finding the right relationship between training data and business data. As Schoox explored the challenge of finding a way to measure learning success consistently and effectively, it found the answer within its own learning system. The key was a combination of LMS training data, an organization's own KPIs, and the science of correlation.

To measure ROI within the Schoox LMS, all companies have to do is correlate their preferred KPIs against any online training variables they want to measure. This allows the extraction of any relationship that exists between the datasets. Here's how it works:

- 1 **Determine your training goals:** L&D leaders should work with senior leaders to identify the organization's desired learning outcome. For example, sales training should improve sales performance.
- 2 **Decide what KPIs to use:** For example, KPIs to use for measuring learning success might be total sales, customer satisfaction, or product expertise.

Note that KPIs for tracking employee training effectiveness should be:

- Measurable and quantifiable
- Competency based
- Linked to proficiency
- Mapped to organizational and employee goals

- 3 **Choose your LMS criteria:** Schoox pulls in data about training performance at the employee or academy level, for example, training completions, exam success data, average training hours per employee, or total training hours.

- 4 **Correlate LMS data with business data:** Select a correlation method to measure the relationship and dependency between training and business performance. Example correlations include:

- Correlate revenue with training data at the employee level
- Correlate sales performance with exam scores
- Correlate sales performance with average training hours on sales coursework

Correlation of data subsets is literally limitless. Learning teams can be creative with how they can look at the training data and performance from different angles—while discovering exactly what impact training has on the business's bottom line.

8

CHAPTER 8

4 Tips for Finding an LMS That Unlocks Employee Potential



If businesses want to attract, retain, and motivate modern workers, they need a comprehensive learning program enhanced by an all-inclusive LMS. If the LMS doesn't include features that support the way today's employees learn, engagement and results will likely fall short.

A critical checklist for a modern LMS include:

- Mobile-ready tools to help learners engage whenever they want and wherever they are
- Microlearning capabilities to deliver lessons in bite-size, consumable chunks in the “moment of need”
- Features to support a continuous learning culture that inspires workers to keep learning
- Adaptive learning functionality that personalizes learning so workers feel supported and stay engaged
- Social and collaborative learning tools to support workers' optimum learning potential
- Deep reporting capabilities to quantifiably measure learning's impact on the business

Where do you go from here? Take these steps to choose the best LMS to support your organizations' business goals and employee potential:

- 1** **Ask your L&D staff for input:** Your learning program facilitators will understand what's at stake and what they need to support your workers' potential. For a successful learning program, they are your frontline and must be fully on board with your decision.
- 2** **Look for essential learning features and functions:** An LMS can perform many actions, but not all of them have the functionality that directly supports employee potential. Look for important features and tools such as:
 - Gamification
 - Social learning
 - Microlearning
 - Mobile app at no additional cost
 - Social and collaboration tools
 - Deep analytics and reporting
- 3** **Assess technical considerations:** Be sure to find out if the LMS will integrate with your current technology stack, such as HR software, virtual meeting and collaboration tools, and more. Also, consider how your employees will access your learning program, such as on their mobile devices vs. desktop computers.
- 4** **Request a live demo:** There's nothing like seeing firsthand how an LMS operates in action. Bring your team together with the LMS provider for a virtual test drive to ensure everyone agrees that the solution is the best one for your company. Check out all the features and functions and make sure it supports what you need and want for your learners.



How Schoox Stands Out From the LMS Competition

Here are four ways organizations around the world use Schoox to identify, measure, and support employee potential:

Train employees on job-specific skills: Schoox comes pre-configured with over 300 skills built into the system. Businesses can also create custom learning opportunities that employees can self-select to enhance their natural talents and interests, so they can enjoy their jobs more and make plans to move up in the company.

Evaluate skill proficiency by category or type: Employees' skill potential can be grouped by category or type—for example, communication skills might include writing, verbal, and public speaking. Managers or admins can determine how to measure each skill by identifying a variety of proficiency levels and tying skills to specific exam questions.

Test employee skill levels: Connect employees' skills with course exams to determine their knowledge level and skill retention. Schoox testing functionality is backed by algorithms that rate each employee based on their exam scores.

Develop top talent for career progression: Businesses can connect the employee skills that are most important to its strategic goals with the courses that support employees who want to aim for an advanced position or greater responsibilities within the company.



About Schoox

Schoox is workplace learning software with a people-first twist. It puts people over process, making learning and career development easy, accessible, rewarding, and fun while adapting to whatever the world throws your way. Learners “up” their skills, grow on the job, and get more done—and you can measure the impact of all their awesome accomplishments.

LEARN MORE

Contact Schoox Today

Modern trends and technologies in employee learning are creating exciting new opportunities to hire, retain, and motivate employees like never before. This is helping organizations create a productive workforce that is fully equipped to meet employees’ learning needs and wants—and the business’s objectives and goals.

[Contact us](#) to request a Schoox product demo or speak to our team about how our solution can help you meet your organization’s modern learning potential.



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