6 tips
Refreshing eLearning

Refresh your Compliance and Health and Safety eLearning

DeltaNet
International

6 Tips to Refresh your Compliance and Health and Safety eLearning

Introduction

01 This guide from DeltaNet International was put together by our MD, Darren Hockley.

With more than 20 years' experience in the industry, Darren has witnessed the evolution of eLearning from the early days of the internet right up to today's intelligent learning experiences.

Read on as Darren identifies common problems organisations face when implementing mandatory eLearning and discusses how to remedy these using cutting edge design solutions and enhanced user experience.

We hope you find it useful!

Compliance eLearning:
The **Good, Bad,** and **Indifferent**

The Good, Bad, and Indifferent

01 It's true that eLearning can have a bit of a bad reputation amongst employees.

That's because, for years, unfortunate members of staff have been force-fed dull, legislatively focused, eLearning content.

That's right, hours upon hours of courseware with little interaction or relevance to the job at hand. In fact, it's not unusual for longstanding employees to be asked to study the same content over again, year after year.

If we agree on one thing, it's that this 'box-ticking' approach to training doesn't work. It's not conducive to learning, compliance, or even consciousness in some cases! Furthermore, asking employees to repeat this same training annually seems a cruel and unusual way to motivate your organisation's most valuable asset.

However, the good news is that not all eLearning works this way. And yours doesn't have to.

To measure how effective your company's approach to mandatory training truly is, you should ask the following questions:

- Are your learners taking in key messages from their training or do they just gloss over and **do what they need to do** to complete the course so that the organisation can tick the box?
- Just how much of the training can they remember weeks or even days after completing the course?
- Do your employees identify what they need to do differently as a result of completing a course?
- How often does the learning lead to the behavioural changes needed to ensure your organisation is fully compliant?

Unless you address these questions, your current approach is simply papering over the compliance cracks … and this puts your organisation at risk.

What should you do?
Done correctly, eLearning remains the most cost-effective and convenient method to educate your employees, sub-contractors, and third parties.

Refresh your eLearning by following our 6 tips for positive behavioural change.

Make it Fun

TIP ONE

Make it Fun

01 Compliance and Health and Safety are serious issues, but you can still find fun ways to deliver the training.

Humorous video clips are a good way to show how not to do things and can create a memorable learning experience – we often see this approach used in customer service training, and the concept can easily be applied to compliance and health and safety topics. Or you could introduce a treasure hunt or challenge to motivate learners to complete the course and do well. Or you could introduce a treasure hunt or challenge to motivate learners to complete the course and do well.

This logic can be expanded further, to include gamified elements (such as those found in video games) into your eLearning. Gamification might include learners collecting trophies, badges, or stars throughout each module, or being required to 'complete' levels in order to move on to the next stage of their course. You can even use leader boards or league tables as part of the fun and challenge teams to race to the top.

Another option would be to create an 'immersive' learning experience where the learner is given an active role to play while they complete the training. This usually involves providing situations and asking the learner 'what would you do now?' or 'how would you deal with this situation?'

Remember, interaction is good when it adds value (for example, to reduce the level of text on-screen or to gradually build up complex messages), but learners can become fatigued or feel frustrated if there's not a good reason for the interruption.

Don't forget! It's important to provide alternatives for refresher training. Don't ask your learners to complete the same course year on year; engagement levels will never be as good the second time around.

Make it Real

TIP TWO

Make it Real

01 For your eLearning to be successful, learners need to learn the principles of compliance, but also how to apply these principles in the workplace.

The power of storytelling enables these principles to come to life in a context the learner can understand. Fictitious scenarios or real-life case studies should be used to demonstrate how the principles directly affect the individual learner and the work that they do. It will make it easier to apply the learning to situations they are familiar with and creates a direct link from the principles of the training to the behaviours that you are expecting from your employees.
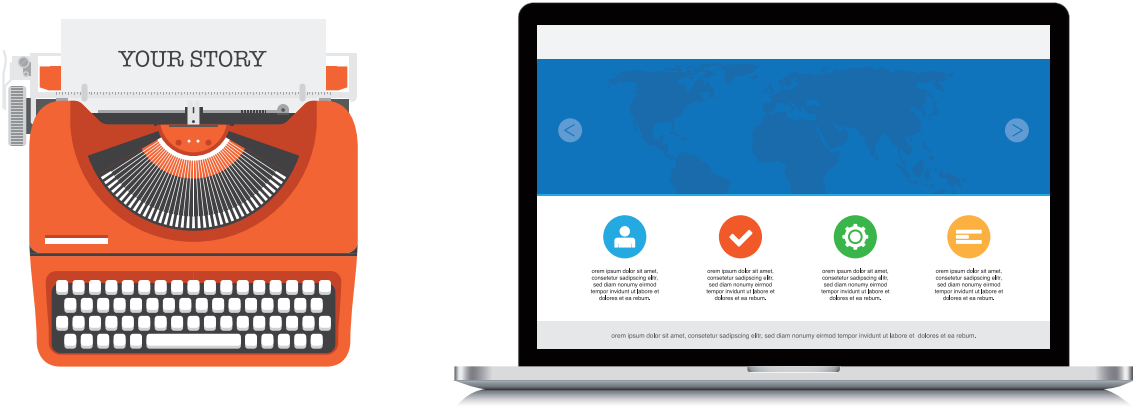
Focus on the 'what' and 'how' more than the 'why'. There is often a tendency to base compliance and health and safety training on the legal requirements. But that's the boring stuff and will not drive behavioural change. Learners rarely need to know which law covers what, but they do need to know what they should and shouldn't do. So, focusing on the principles will take you one step closer to achieving behavioural change.

It is essential to consider your target audience carefully when deciding on the correct strategy. The demographics (e.g. educational level, age, and diversity), motivations, and culture of your target learners should all influence the approach you take.

Keep it Short

TIP THREE

Keep it Short

01 According to Microsoft, attention spans have fallen by an average of 33% to 8 seconds since 2000. Naturally, this presents a challenge in delivering eLearning, but it also opens opportunities to introduce new tools and experiences that will engage even the least attentive learner.

It's no secret that learning in the workplace is sometimes seen as a hindrance; something of an unfortunate necessity that gets in the way of employees' 'real work'. This is particularly prevalent with Compliance and Health and Safety topics which, admittedly, can seem quite dry as subjects go!

The good news is, with the advancement of AI and machine learning, we have the ability to highly personalise digital training so that it supports performance rather than interrupts it.

Intelligent eLearning platforms have the ability to learn about specific employees' gaps in knowledge, interrogate what they're working on, and look for learning opportunities that may assist.

This allows the system to promote training and other information as and when it's needed (alongside work, rather than instead of it). In fact, this process has a name, it's called 'learning in the flow of work'.

Where time is in short supply, microlearning is also an effective and efficient way of overcoming objections to undertaking eLearning (and works particularly well for employees learning in the flow of work due to its short, highly-relevant, and engaging nature).

Microlearning courses are typically no longer than 5 minutes in length and enable users to complete their training in manageable bite sized chunks. Learners can quickly acquire new skills and knowledge and, therefore, are much more likely to be receptive to further training opportunities.

Do Less, but More Often

Do Less, but More Often

01 Delivering training in smaller segments is one way to overcome difficulties and objections in terms of attention span and heavy workload. It also enables training to be delivered on a regular, more frequent basis which aids the retention of knowledge.

Typically the knowledge of a learner will peak during a training intervention but this will then deteriorate over time; unless the training is topped up at regular intervals and applied frequently in the workplace. When this happens knowledge levels peak again and are maintained at a higher point than when training is delivered by a larger course on a one-off basis.

Figure 1
The graph illustrates how retention differs between long and less regular learning interventions vs short, sharp and regular interventions.
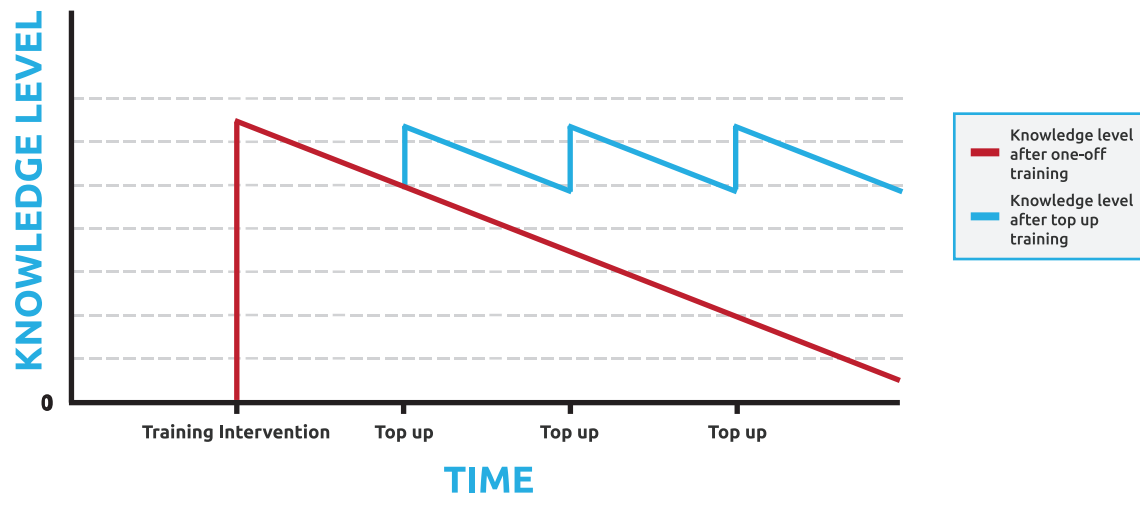
Adding new content will keep the training fresh and help to keep learners engaged. Information is changing all the time, and making changes to microlearning modules is far easier than with a lengthier course. The information can be updated and redistributed simply and quickly, and it eliminates the need to take an entire course again.

Make it Easy

TIP FIVE

Make it Easy

01 When it comes to internet usage, modern consumers expect to be able to do anything, anywhere, any time.

It probably comes as no surprise that close to 70% of us only ever access the internet using a mobile device. Times have changed, and – with the advent of 5G internet – so has the way we find and consume content.

Intelligent learning technology, such as the experience API (xAPI), allows eLearning platforms to track learning experiences outside of so-called 'traditional' learning software and offers us more insight into individual users' learning behaviour (e.g. what are they searching for? What problem are they immediately trying to solve?).

Using xAPI, learning events such as keyword searches, wiki access, and other applications can be recorded inside a Learning Record Store (LRS) unique to each employee. This information is then interpreted by the system's AI, allowing the software to promote relevant learning opportunities (think helpful tips, simple videos, links to more detailed information, etc.) in the flow work, *alongside the task at hand.*

In short, xAPI is an (artificially) intelligent way for workplace training to become less obtrusive and more natural for employees. It promotes seamless and continuous learning that suits the modern learners' thirst for convenience.

{ xAPI }

{ xAPI }

Reinforce the Message

TIP SIX

Reinforce the Message

Reinforce the Message

01 eLearning is an efficient way to provide training, but as with more traditional methods its chances of success and retention can be boosted with complementary training methods – an approach known as 'blended learning'. You can use a combination of methods such as eLearning, poster campaigns, email tips and toolbox talks from the management.

Use the correct firefighting equipment

Water (red label)

Fires involving wood, fabrics, paper. NOT on electrical fires or flammable liquids

CREATING A SAFER
WORKPLACE FOR YOU

FIRE SAFETY

Don't let your data walk......

LOOK AFTER OUR DATA &
IT WILL LOOK AFTER US

INFORMATION SECURITY

Our health and safety management system

01 PLAN
Policy
Training

02 DO
Organising
Implement
your plans

03 CHECK
Measuring
performance
Investigating
accidents/incidents/
near misses

04 ACT
Learning
lessons
Reviewing
performance

SUMMARY

CREATING A HEALTHIER
WORKPLACE FOR YOU

MANAGER'S OVERVIEW OF HEALTH AND SAFETY

Is your data protected?

LOOK AFTER OUR DATA &
IT WILL LOOK AFTER US

DATA PROTECTION

Reinforcing the training message is not the same as repetition and reminders. Reminders don't add value to the message whereas reinforcement focuses on behavioural outcomes and learning objectives.

A full programme of reinforcement should be planned as a proactive approach prior to launching the eLearning programme, allowing you to introduce learners to the objectives of the training. The planned programme needs to take into account the frequency of message and content to be delivered as reinforcement.

Many of the principles of micro learning also apply here. When reinforcing training the messages should be concise, engaging, quick and meaningful with the first reinforcement being delivered within 24 hours of the initial training.

Release
Testing
Development
Idea

Summary

Summary

01 Hopefully you will now have a good understanding of the ways in which to invigorate your eLearning.

To recap, these include:

1 Make it fun

2 Make it real

3 Keep it short

4 Do less, but more often

5 Make it easy

6 Reinforce the message

By applying these principles, you will see real and positive behavioural change within your organisation.

DeltaNet International have been helping clients for 20 years by providing high quality, engaging eLearning solutions. We're proud to sit at the cutting-edge of eLearning developments and to be known as leaders in our industry.

If you think we may be able to help you please get in touch on **01509 611019** or by email at **enquiries@delta-net.co.uk**

Refreshing eLearning

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Trusted
Service
Award
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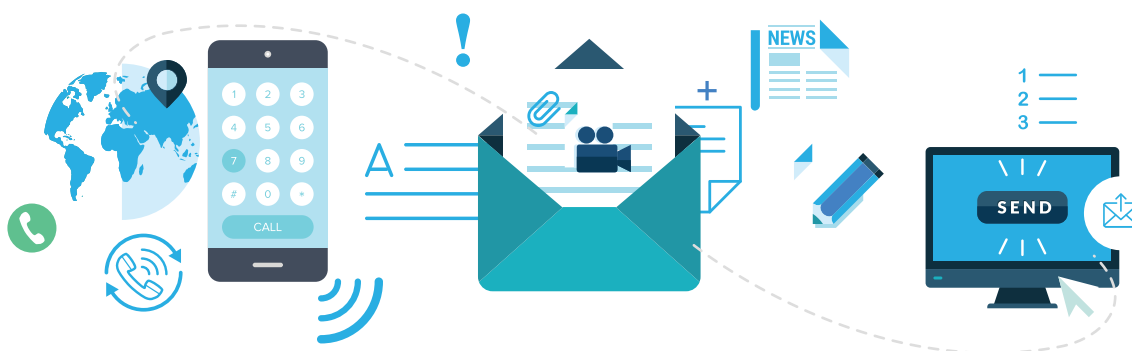
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