

How to Craft Content and Trainings that Keep Teams Engaged

GoSkills online course syllabus

Skill level

Beginner

Lessons

16

Pre-requisites

No prior experience needed

Video duration

43m

Estimated study time

43m 33s

Instructor

Alex Mitts

Introduction

1 Crafting engaging content

In today's world, engagement is even trickier to retain across all things, including training content for your employees.

Nothing Extra

2 No more clutter

If the material you're including isn't necessary for learning, it doesn't belong in your course.

3 X marks the spot

When presenting a lot of information, sometimes the really important stuff feels like finding a needle in a haystack.

4 Keeping things close

When you present information in a way that helps the brain make connections faster, you make it easier to learn the material.

5 Ears and eyes

Your senses, including your ears and eyes, typically work together, and keeping this in mind can help to craft a learning experience.

6 Talking heads

What your viewers are looking at is important, but many individuals aren't comfortable being on camera, which can make this a bit challenging.

Break It Down

7 Information overload

Sometimes you can have too much of a good thing, which is true when it comes to information in a learning experience.

8

Give me a break

The light at the end of the tunnel is important, which is why giving your learners some agency over their learning and breaking it down for them is important.

9

Filling in the gaps

Patching a few holes in your home doesn't take a lot of effort, but building a whole house from scratch is a different story.

Feeding the Brain

10

The modality principle

The human eyes already do a lot of work in their day-to-day, so you can help with retention and deliver information auditorily.

11

The multimedia principle

A picture is worth a thousand words, so don't rule out the use of images in your eLearning!

12

The personalization principle

It's hard to learn from someone you don't like, so design your trainings with your friends in mind.

13

The voice principle

Humans like to connect with other humans, and this is important to keep in mind when doing voice overs or additional supplements to your training.

Extra Tips for Increasing Engagement

14

Recording better media

When you go beyond the capabilities of a laptop webcam and microphone, you improve the experience for your learners drastically.

15

Utilizing gamification

Nothing levels up a learning experience like adding gamification to the mix!

Conclusion

16

Time to craft

Thanks for watching this course! Now, you should feel confident in your ability to build content and trainings that improve employee engagement.

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