

BEING ENGAGED AT WORK THROUGH LEARNING

Infograph by Efectio team
efectio.com



How can learning increase engagement?

You can put it this way: learning compliments everyone's **personal growth** and personal growth increases **engagement** in whatever the person is doing.

So if an employee better understands what to do, finds better ways to complete their tasks more efficiently, deepens his knowledge about his work, **it strengthens and increases his engagement.**

Extraordinary findings



When we no longer learn new things, we face **routine** (in a bad way), our brain gets bored, and we become tired.



By nature, man is **created to constantly explore the world**, discover and learn new things, and not stay in one place in his development.

Everyone will be willing to learn as long as the learning material is **interesting** or is **revealed in an interesting way.**



What can help us to learn new things?

Exciting learning process

enjoy learning and find an approach that works

Learning slowly but regularly

don't overwhelm yourself with information and tasks

Emphasize key information

this will make it easier for the brain to filter and select key findings

A personal growth plan should consist of 4 sections:

- Target/Goal;
- Actions to achieve;
- Evidence of completion (KPI's);
- Target date.



Types of learners

Visual learners love to examine diagrams, pictures and spatial material.

Auditory learners prefer listening to live lectures, videos, or audio recordings.

Kinesthetic learners acquire knowledge by practically trying out things.

Reading learners tend to learn best from written documents, notes, articles and books.

START

Good to know before you start

Rewards and recognition will help to successfully develop the learning culture in the company.

To **motivate employees** to participate in training activities, it is important to **emphasize the practical benefits** that the employee will gain, such as being able to do the same tasks faster, expand their skills list, get certified, or just have a good time learning together with their colleagues.

In order not to have the opposite effect of reducing the engagement and fatigue of employees, **the participation** in training programs and similar engagement activities should be **voluntary**. This should definitely not be imposed, as research shows that this actually **reduces employee productivity**.

Many companies have introduced a **gamification** into their business that also works well in learning. Gamification makes **the process fun**, **achievement-oriented** and uses people's natural enjoyment of games, where every small achievement motivates us to reach an ever-higher "level".

Any new initiatives within the company should be introduced gradually, testing what works in the company and what does not. It is best to start **with easier-to-implement activities** and gradually complement them until the desired **result is achieved**.

Practical ideas on how to create a learning culture in a company

Initiatives on the company level

Send employees an **interesting fact** about the industry or an **inspiring quote** every morning

Create a **book club**

Offer **career counseling** opportunities to employees

Create a common challenge with an aim to **learn something new** in practice

Offer business training in **microlearning format**

Create **work shadowing days** where employees have to shadow each other

Try a **team-building game** where employees have to teach each other something useful

Initiatives on the individual level

Read **educational books** on a topic of interest to you

Listen to podcasts, webinars, free short lectures

Do **your own research** on the topic using reliable sources

Join a **social networking group** where others share experiences

Try to **network** with people working in the field

Perceive everyday mistakes as **information**

Try to put the **new knowledge** into practice as often as possible

Apply for **courses or master classes** (also try free options)

Statistics about workspace learning

74%

of workers feel that they **aren't achieving their full potential** at work due to lack of development opportunities

17%

learning in small fragments makes **the learning process** 17% more efficient

25%

only 25% of small and medium-sized enterprises currently use the services of **business mentors**

93%

of small and medium-sized enterprises admit mentors and growth coaches **can help them succeed**

75%

if the newly consumed information isn't used **immediately**, the brain loses about 75% of all our memory data

94%

of employees said they would **stay longer with the company** if training opportunities were available

40% - 60%

virtual training takes 40-60% less time to complete than classroom training

Tools worth trying to improve employee engagement through learning

socrative

Socrative is a system that allows you to **create educational games** (such as a company trivia) that employees can solve using mobile devices.

participate

Participate allows you to collect and store **resources**, share **references**, and educational **materials**.

efectio

Efectio is an **employee engagement platform** based on microlearning and gamification.

LinkedIn Learning

LinkedIn Learning is a learning platform that helps anyone learn **business, digital, and creative skills** created by experts.

Google Arts & Culture

Google Arts & Culture was created in 2020 and it's an online platform on which anyone can view videos of **artworks and cultural artifacts**.