



# TOP 10 WAYS TO IMPROVE LEARNING OUTCOMES THIS QUARTER

DRIVEN BY SMART INSIGHTS TECHNOLOGY



## Education is Vital for Continued Growth!

### ENGAGED LEARNERS DRIVE INNOVATION, CHANGE & GROWTH

Change is rarely welcomed. It's not uncommon for people to like the status quo and not want the apple cart overturned unless they understand how it's going to benefit them. But changes such as; change in vision, strategies, instructional methods and materials are all needed either for growth or because of industry changes. Over the course of a decade we have seen how educational experience, if promoted and engaged properly, can create an atmosphere ripe for improving achievement.

The question is how do you engage and streamline the process so you improve outcomes?

The answer is by creating an engagement system which drives buy-in and participation. Doing so means you can not only provide great experiences, but cultivate new ideas and stronger employees in a high ROI yielding manner.

So, let's look at 10 ideas for improving learning outcomes this quarter.

Training Improves Retention  
Rates, Customer Satisfaction &  
Promotes New Product Ideas

## IMPROVE LEARNING OUTCOMES BY 25% THIS QUARTER!



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## STEP 1: SHARE A VISION

Review your company's Mission Statement. Then apply it to the different departments of your company. Every department should have a vision statement that promotes the growth plan for that department and then it should be clearly tied back to your company's overall Mission Statement.

Each department's vision should describe why it is important to achieve the corporate mission statement and describes how the company is looking to the future for its employees and the company as a whole. It should portray what will be achieved if the company is successful in achieving its goals. Everyone should be invested in the vision with a total buy-in from the entire company.

## STEP 2: YOUR LEADERS SHOULD BE AGENTS OF CHANGE

Change agents are passionate and driven about the vision. They make the tough decisions keeping what's best for the employees and company in focus. When complaints about change and improvement come rolling in, and they will, management should pay close attention to their department's leadership and their decisions. If the leader of a department does not want to upset their teams by moving forward, then your company's chances of improving are minimal at best. Steadfast resolve for reaching the company's vision is when you find out what your leadership is made of in your company; from your top-level management on down to the team leads. Empower leaders with a system that helps them drive the vision - one which allows for kudos, giving of rewards to team members for implementing the vision, and meeting other metrics.

## STEP 3: ASK THEM, CREDIT THEM = CULTIVATE A FEELING OF "OWNERSHIP"!

Encourage feedback, participation and nurture the creation of powerful ideas from team members. They have inside knowledge and understanding of your business. Engage teams with surveys, sweepstakes, and competitions and then using their input, you can transform outdated practices and processes.

And, always remember to not only reward them for taking the time to tell you what they think but openly thank them/credit them for their suggestions via kudos or social shout outs. It creates a feeling of ownership and investment in the company and the vision.



NextBee's team is stellar and will work alongside you to ensure your program success.



NextBee has been tremendous in putting in place all the variables for us to be successful!



## STEP 4: USE ANALYTICS

Constantly reevaluate your learning program, its engagement, and what the best rewards are for your users. As mentioned above, periodically survey users to ensure you are meeting their training wants and needs. Then combine those answers with the data from your system to analyze things such as what activities are engaging them, when they are engaging, what rewards are motivating them, etc. Once you have compiled everything you can tweak activities, reward triggers and also implement the user suggested rewards all of which builds stronger engagement, loyalty and boosts productivity.

## STEP 5: MAKE IT FUN!

Learning should push people to the next level. It should be challenging and it should be rewarding but it should also have an element of fun to it. Introducing gamification modules that reward for participation such as; module completions, performance on quizzes, etc. creates healthy competition and drives engagement. Gamification can be as simple as leaderboards, badges and tiers that unlock more rewards for users. All of these add to productivity and build a vibrant culture within an organization.

## STEP 6: INVEST IN THEM = AMAZING BRAND GROWTH!

Investing in your best brand evangelists, your employees, by rewards, kudos, public thanks, etc. is a fantastic way to grow your business' brand across multiple channels. But, also make sure your training is the best it can be. Keep it updated. Look for industry leaders and see what materials you can bring into your organization then create a system that monitors, engages and rewards for participating and finishing the different learning modules. Doing so almost guarantees success for employee retention and growth.

## STEP 7: ONE SIZE DOES NOT FIT ALL.

Employees have different strengths, weaknesses and learning styles so assuming that all the training is the right content and style of training is setting you up for failure or at the very least unnecessary frustration. To help with this, segment users into different silos so they get the training that's the most beneficial to them. Next, provide clear direction about why they are attending training as well as what the expected performance outcomes are. It's important that the objectives are reviewed and reiterated. This allows employees to leave training not only with a high mastery & confidence but with an enthusiasm to apply what they've learned.

## STEP 8: MAKE IT EASY

Now it's not being suggested that you should give away the answers or have such simple training that there's no "meat" for the users to walk away with. No, instead, what is meant is make the training materials easy to access and quick to go through in sections. Chunking work down into bite size portions has been proven time and again to be the best way to have people not only engage in learning more but also a very effective way to get them to retain what they've learned. One company we work with uses multiple video and text training modules to on-board and train their employees through bigger topic modules. As an employee completes one section they are quizzed and then upon passing they are rewarded points and given kudos. The entire process not only encourages the training to be completed but it tracks where employees are at in the process and delivers in a manner that is highly effective.

## Our Success Stories



CNH Industrial streamlines new employee onboarding and training through Community Platform



Wageworks increases tenure and employee performance through recognition and gamification



Hargray harnesses the power of employee feedback and suggestions to improve business practices

## STEP 9: PROMOTE IMPLEMENTATION

Applying what you've learned to real-world problems takes a lot of practice, so it's important to look for opportunities to do so. For example, if you have your team studying a new sales technique, make a conscious effort to call out and give kudos to team members that have employed one of the new strategies. Create team discussion boards or email threads where ideas are shared on how to start applying what's been covered in your training materials.

## STEP 10: CHANGE IT UP

You have the best training, you keep pushing to improve it, you have nurtured and cultivated a team who is engaged, now what? Simple, combine your current success with any of the above strategies. You'll be close to unstoppable by doing so.

Building your business on trained and loyal customers means you will have to do more than the average person expects. So, make an effort to put your employees and their training in the spotlight, offer solid content, and essentially, make sure you're doing something that makes your company hard to replace and impossible to forget. You'll have stronger employees and greater retention.



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## CONCLUSION

Engagement programs for training and micro-learning modules ensures your teams are better trained with your product and company. This newly trained team will directly translate into better solutions for your clients and increased revenue for your brand.

NextBee has 10 years of experience helping companies create full engagement programs that create loyalty, generate referrals and grow your brand's ambassadors. Would you like to see real-world examples of companies using what I've discussed to increase their sales? Connect with us today!

## Get A Free Personalized Engagement Strategy Session

Email: [Sales@NextBeemedia.com](mailto:Sales@NextBeemedia.com)

Schedule A Meeting: <http://bit.ly/NextBee-Meeting>

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"NextBee has helped by implementing and maintaining a robust loyalty program which provides incentives for our customers to initially begin purchasing with us, to continue to purchase with us and to share any of our products with people they know and to also be good ambassadors of Eniva products."

Mary Veloske  
Vice President



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