



## Earn, reward, empower: How to build e-learning that works



We face this harsh reality: every piece of your e-learning content is competing with every other piece of content in the attention economy. In all aspects of their lives, learners use and demand content that's customized, relevant, and on-demand—and they expect the same from their online training. Shifting demographics and the overwhelming presence of technology have given rise to learners who require accessible, snackable learning content.<sup>1</sup> But many companies are ignoring this need.<sup>2</sup>

To get learners' attention, you must offer compelling, customized content. You need an experienced e-learning partner—like Principled Technologies—to help you earn your learners' attention, reward them with exciting content, and empower them to take learning into their own hands.



**Earn learners' attention**  
*with exciting content*



**Reward learners**  
*with the content they need*



**Empower learners**  
*to make their own path*



What do you get from working with PT? See some samples of our work.





# Earn



We check our phones an average of 110 times per day.<sup>3</sup>

45% of employees can't work more than 15 minutes without getting interrupted.<sup>4</sup>

In the never-ending battle for **attention**, traditional e-learning is losing because learners suffer from information overload. If your content doesn't excite learners, it won't win their attention.

How do you **earn** the attention of this ready audience?

With e-learning that:



*Prioritizes eye-catching design and an absorbing user experience*



*Engages learners with relevant, interactive content*



*Motivates learners by clearly showing them how they benefit*



*Enables learners to design their own personalized learning journeys*

How PT earns attention



## How PT earns attention

With over 15 years of experience working with clients of all types and sizes, we craft entertaining, attention-grabbing online content that makes learners want more.

Training from PT is:



**Bite-sized** – We follow microlearning best practices, empowering learners to find the pathways that work best for them. Our expert instructional designers can quickly distill large amounts of content to their key points, providing a learner-focused end product.

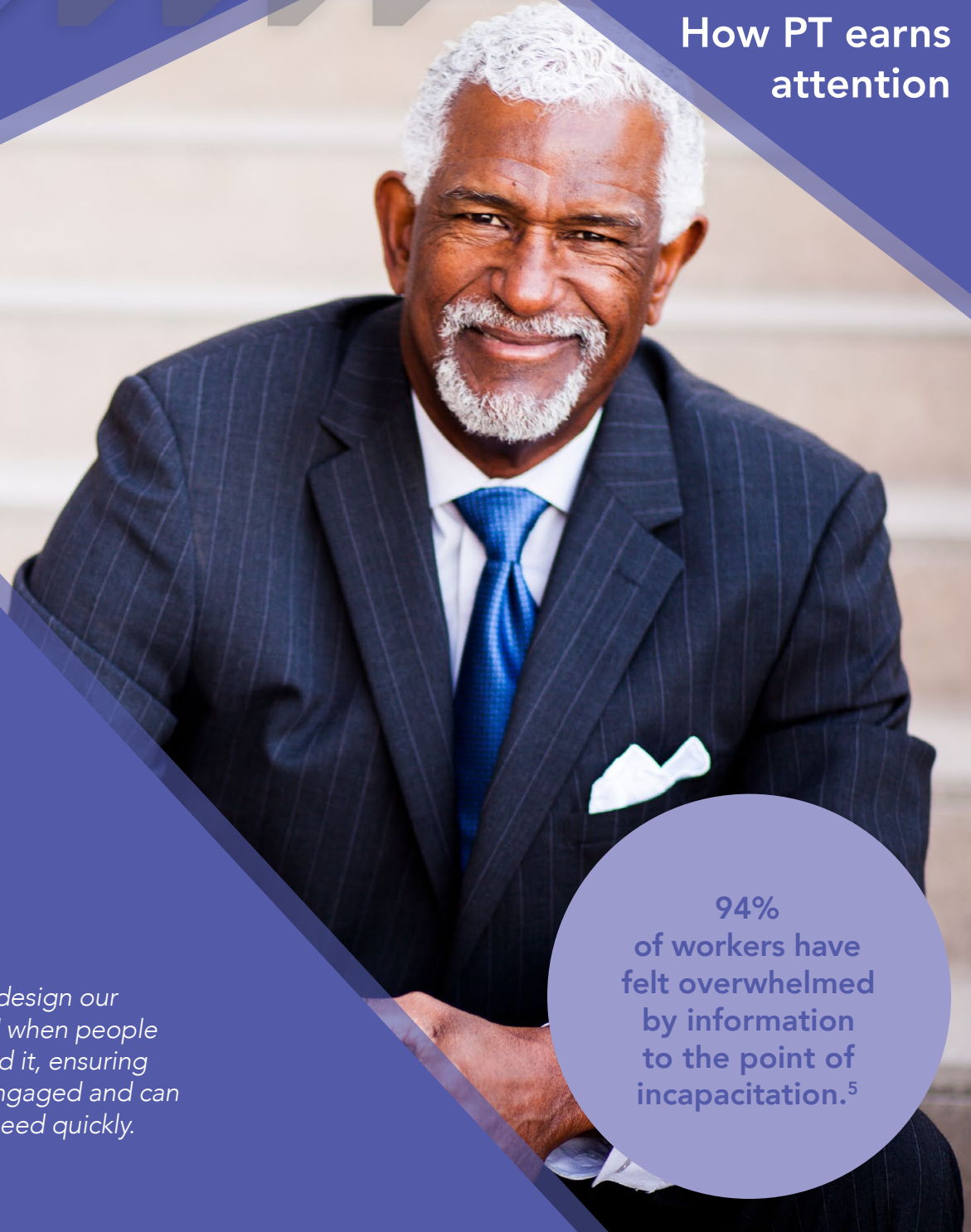


**High-quality** – Our award-winning team of instructional designers, writers, videographers, graphic designers, developers, tech experts, and project managers pool their strengths to create cutting-edge products.



**Relevant** – We design our learning around when people will actually need it, ensuring that they stay engaged and can find what they need quickly.

94%  
of workers have  
felt overwhelmed  
by information  
to the point of  
incapacitation.<sup>5</sup>





# Reward



Once learners have invested their hard-won time in your materials, you need to reward them with the content they want, when they want it.

**Breaking learning content into smaller chunks increases the likelihood of employees using it by 58%.<sup>8</sup>**

## What learners want

The majority of learners want a quick, personalized learning experience.<sup>6</sup> Enter microlearning, which makes it easy for learners to choose the content they need and receive it in short, targeted chunks. Microlearning incorporates techniques like spaced repetition, which tailors content to how the brain actually works—instead of the other way around.<sup>7</sup>

## When they want it

Imagine you're in your kitchen cooking. It's been a while since you made the recipe, and you can't remember how long it's supposed to cook for. Do you think back to the hour-long course on food safety that you took six months ago? Or do you just look up the answer on your phone?

The fact is, most of us don't want information until we need it; then we need it straight away. Good e-learning rewards learners with the content they need right when they're most likely to use it.

**How PT rewards attention**



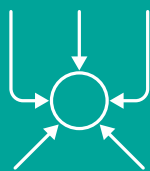


## How PT rewards attention

Whether they're working to a tight deadline or on a sales call with a client and desperate for product information, your learners are doing the equivalent of standing in their kitchen looking up a recipe. Our training assumes that learners will be looking for training five minutes before they actually need it, and rewards them with targeted bursts of relevant information. What does that approach look like in practice?



*Modules that are under ten minutes, interactive, and to the point*



*Multiple entry points into the information in those short modules*



*Easy access to materials with real-world use, like PDFs that learners can quickly review*



*Responsive, mobile-optimized design for learners on the go*

**Microlearning delivers documented benefits—yet only 12% of learning professionals use it most of the time.<sup>9</sup>**





# Empower



88% of learners know what learning they need.<sup>11</sup>

It's a common sight on college campuses and in public parks. A neat, geometric path stretches artfully—and uselessly—from point A to point B. Meanwhile, winding brown lines through the grass show where passersby have deviated from the official trail to create their own, more efficient, routes. The phenomenon even has a name: **desire paths**.<sup>10</sup>

All too often, e-learning approaches lay a rigid path and expect—or attempt to compel—users to follow those routes. E-learning metrics often bear the scars of this poor design. Here's where an employee abandoned an hour-long course because a client called; here's where a user gave up and did a quick internet search to find the information they really wanted.

At Principled Technologies, we combat this problem with a radical solution. **We pave where people walk.** If traditional e-learning funnels users to 10 destinations in a row, then our microlearning approach presents all 10 destinations at once and asks: Where do you need to go? And how can we help you get there? By constructing e-learning around learners' desires, we **empower** them to find the path that works for them.

*"I'm always ready to learn, although I do not always like being taught."*  
—Winston Churchill

How PT empowers clients



## How PT empowers clients

Great user content doesn't do you any good if it's months late and over budget. Our unique model ensures that doesn't happen. As your partner, we are:

**Committed** – We invest in long-term partnerships. We think big, which is why we don't sweat the small stuff or nickel-and-dime you on tiny change orders. Instead, we focus on quickly finishing quality materials that help you reach your e-learning goals.



**Agile** – We don't use outside contractors, so we have complete control over quality and delivery. Our in-house team can work in parallel with yours, shifting priorities as needed, iterating quickly, and delivering exceptional products to your schedule and budget.



**Scalable** – When you need to grow your course from three modules to three hundred, we're ready. We have a fully equipped video production studio with green and white cycloramas, plus an on-premises datacenter for hosted solutions and learning analytics. With a staff of going on a hundred people and a vast range of equipment for QA testing (we don't need to use emulators), we can work on projects of any size and scale our work quickly. We have over 15 years of experience working on large-scale projects with global clients like Lenovo, Dell Technologies™, HPE®, Intel®, the American Red Cross®, and more.



Over 1/2 of learners want a personalized learning experience.<sup>12</sup>

See samples of our work

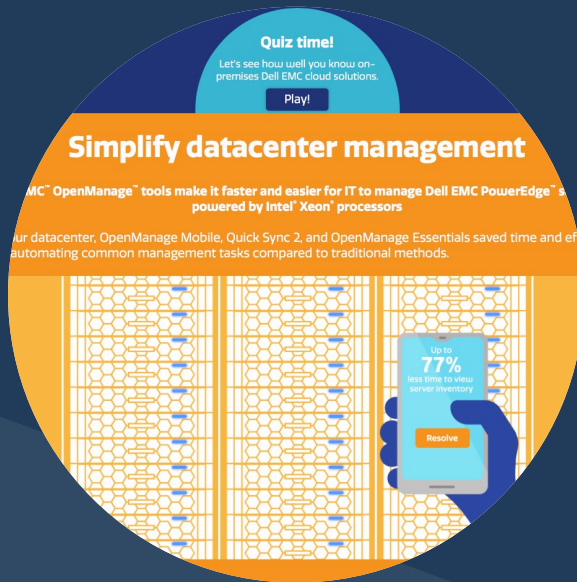




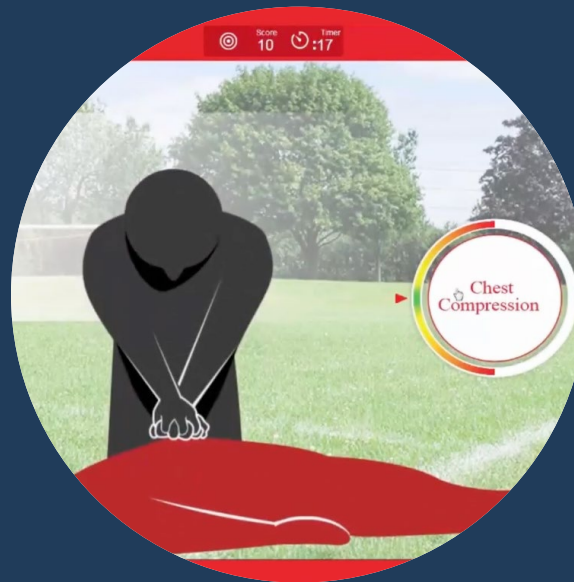


## Samples

Note: All links redirect to external sites



Interactive tool



Learning game



Non-traditional learning





- 1 By 2025, millennials will make up 75% of the global workforce. Deloitte, "Big demands and high expectations: The Deloitte Millennial Survey," accessed May 31, 2018, <https://www2.deloitte.com/content/dam/Deloitte/global/Documents/About-Deloitte/gx-dttl-2014-millennial-survey-report.pdf>; In one survey, 66% of knowledge workers said they didn't have enough time to do all of their work. 94% of those surveyed had at some point felt overwhelmed by information to the point of incapacitation. Basex, "The Knowledge Worker's Day," accessed May 24, 2018, <http://www.basexblog.com/2010/11/04/our-findings/>
- 2 While 94% of learning professionals acknowledged that e-learners prefer short modules of ten minutes or less, only 12% used a majority of short-form content. Michael Boyette, "Bite-size learning is hot at ASTD Conference, but execution is lagging back on the home front," accessed May 24, 2018, <https://rapidlearninginstitute.com/news/rli-survey-bite-size-learning-hot-astd-conference-execution-lagging-back-home-front/>
- 3 Victoria Woollaston, "How often do you check your phone? The average person does it 110 times a DAY," accessed May 24, 2018, <http://www.dailymail.co.uk/sci-encetech/article-2449632/How-check-phone-The-average-person-does-110-times-DAY-6-seconds-evening.html>
- 4 harmon.ie, "Collaboration & Social Tools Drain Business Productivity, Costing Millions In Work Interruptions," accessed May 24, 2018, <https://harmon.ie/press-releases/collaboration-social-tools-drain-business-productivity-costing-millions-work>
- 5 Basex, "The Knowledge Worker's Day," accessed May 24, 2018, <http://www.basexblog.com/2010/11/04/our-findings/>
- 6 Towards Maturity, "The Consumer Learner at Work," accessed May 24, 2018, <https://towardsmaturity.org/2016/02/01/in-focus-consumer-learner-at-work/>
- 7 Nikhil Sonnad, "You probably won't remember this, but the "forgetting curve" theory explains why learning is hard," accessed May 24, 2018, <https://qz.com/1213768/the-forgetting-curve-explains-why-humans-struggle-to-memorize/>
- 8 Brian Westfall, "Top LMS Features To Drive Employee Engagement," accessed May 24, 2018, <https://www.softwareadvice.com/resources/top-lms-features-employee-engagement/>
- 9 Michael Boyette, "Bite-size learning is hot at ASTD Conference, but execution is lagging back on the home front," accessed May 24, 2018, <https://rapidlearninginstitute.com/news/rli-survey-bite-size-learning-hot-astd-conference-execution-lagging-back-home-front/>
- 10 Kurt Kohlstedt, "Least Resistance: How Desire Paths Can Lead to Better Design," accessed May 24, 2018, <https://99percentinvisible.org/article/least-resistance-desire-paths-can-lead-better-design/>
- 11 Towards Maturity, "The Consumer Learner at Work," accessed May 24, 2018, <https://towardsmaturity.org/2016/02/01/in-focus-consumer-learner-at-work/>
- 12 Ibid.