WHAT MAKES A LEARNING PROGRAM SUCCESSFUL?

Learners and buyers have different expectations of a learning program. To be successful, the program must meet both needs.

Successful training

While you can't control a learner's motivation or attitude, you can show them how to apply content to real-world problems to see immediate relevance.

You create success by:

1. Pairing the right content with focused goals;
2. Increasing performance;
3. Raising capability; and
4. Changing behaviors.

Training should do more than look pretty (graphics) or use interactivity (gamification) as a "hook."

It should educate and enlighten, bringing about long-term beneficial change.

Learners

(The people going through the program)

- **Face Validity:** Immediately communicates its value.

- **Deep Relevance:** Helps learners move tangibly towards meaningful outcomes.

- **Content Clarity:** Defines concepts clearly and supports them with examples where appropriate.

- **Instructional Sequence:** Puts content into logical steps which build skills and facilitate learning.

- **Expert Mental Model:** Guides learners on a journey towards how experts think and act.

- **Skill Integration:** Provides people with time to practice skills and receive feedback where appropriate.

- **User Interface:** Provides easy access and usability. Engages multiple senses.

- **User Experience:** Seen as "an experience I didn't want to end" or "time well invested".

Buyers

(HR or line managers seeking a solution)

- **Organizational Relevance:** Aligns with organizational goals and strategies.

- **Data Collection:** Provides useful business insights for the organization through data collected through smartly designed activities — information a CEO wants.

- **Efficient Modality:** Creates value without wasting time.

- **Scalability:** Scales to align many different learners (even across geographies and roles).

- **Impact Time:** Achieves results quickly.

- **Investment Return:** Creates a measurable return on investment.

- **Developmental Budgets:** Delivers solutions that align with budgeted investments-per-learner.

- **Sustainability:** Produces results for a long time.

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