



How People Learn

Seven Ways to Teach Your
Audience in a Fast-Paced World

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flourish



The adult brain is saturated with information and bombarded every moment with new data. People are easily distracted and can only learn when information is presented in relevant, engaging and meaningful ways.

Whether you are creating your first course to sell or you are designing a learning curriculum for the employees of a fortune 500 company, do your learners a favor and follow these rules to create learning material that enables skills mastery and behavior change.

Here are some tips on how to make your learning programs work for the human brain.

1

Relevant

Does your course solve a problem for your audience? People are motivated to learn when they have a problem. If you can provide a solution in your course then you're sure to have a winner.

People also learn better when they can connect the information to their world and reality. They want to know, how does this apply to me? Scenario based courses and storytelling videos are effective ways for learners to connect with the information.

2

Timely

People only learn when they NEED the information and skills. It is pointless to train your employees months before they are going to apply the skill. Training should be available Just In Time (JIT). The content in individual learning modules can be developed in a way that allows the learner to access the components that they need when they need them.

3

Chunked

People learn best when information is presented in small, easily digested chunks. This can be incorporated into your learning program both at the curriculum level and the individual course level. Microlearning and JIT training help to support this for the adult learner. We are seeing video and Augmented Reality (AR) being used in a number of different industries for an exciting approach to microlearning and JIT training.

4

Action Focused

People learn by doing. Effective training is full of opportunities for the learner to take action on what they are absorbing. In online training programs this can be done through interactive

scenarios, simulations and even immediate tasks back in the workplace. Your learning program should be rich in opportunities for learners to put their skills into practice.

5

Task Driven

Effective learning programs focus on what people need to DO in order to achieve a goal. Effective eLearning solutions are skill building. What people need to “know” should be included in reference material such as procedure documents and part of the knowledge management strategy. If you want your training to effect behavioral change then do your learners a favor and create a program that focuses on how to do their job tasks effectively, designed in a way that allows them to practice.

6

The Heart and Head Connection

People learn when they experience emotion. It is proven that the human brain opens up and absorbs new information more easily when it first experiences an emotional connection. This principle can be achieved through storytelling, video and scenario-based training.

7

Engaging

We are living in the digital age. By 2025 75% of the workforce will be made up of millennials. The current workforce understands how to and expects to be able to learn online with audio and video. Incorporating live or animated video into your learning program is essential in today's workplace.

There's a lot involved with creating engaging online courses that actually teach something.

*Want to join our mission...
to free the world
from boring, ineffective online courses?*

We would love to work with you!

Ways to work with Learn to Flourish:

- **eLearning Workshops** – training for your team of instructional designers
- **Course creator coaching** – course audits and coaching to help you create online courses that WOW your audience
- **Custom eLearning creation** – our talented team is ready to make your next project a reality
- **Training and Communication Video development** – spread your important messages at an accelerated rate with our engaging custom videos
- **Speaking** – Looking for inspiration? Book Lorena for your next event or conference to speak on eLearning innovation, team training, video communication, and how to design training for the human brain.

Let's chat about which option is the right one for you. Schedule a complimentary call to talk now.

Schedule a Call