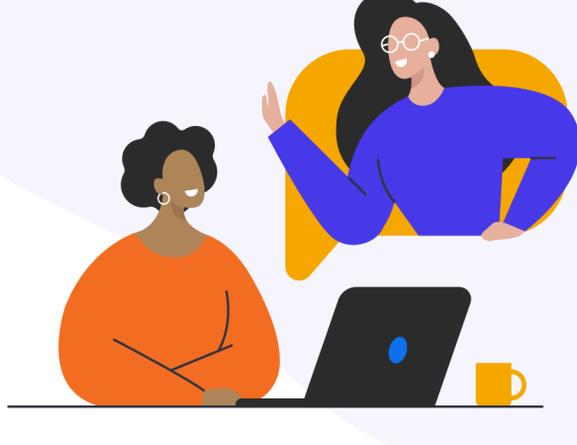


# The New Rules of Engagement: 7 Strategies to Deliver Human Experiences in Virtual Learning

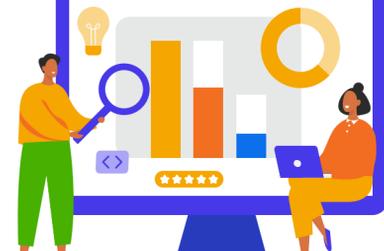


1

## Be intentional

Discover the purposeful 'why' that connects your learning experience to real-world outcomes.

- What is the company's vision for the future?
- What skills do you need to realize this vision?
- Can learners develop these skills on their own or do they need help from others?
- What changes are needed in your organizational culture?
- How can employees understand and practice these changes?



2

## Know your audience

Connect your 'why' to the needs of your learners

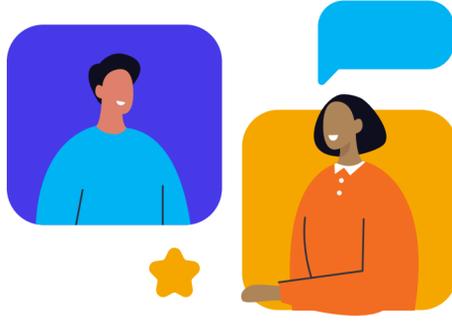
- Who are your learners?
- What is their experience with learning?
- What do they already know?
- How, when, and where do they access learning?
- What has worked in the past?

3

## Provide opportunities for connection

Connect your learners to each other and to experts.

- Dedicate time for small-group work and discussion
- Promote inclusion through sharing diverse perspectives
- Practice collaboration with team-based projects
- Use managers and coaches to share wisdom and expertise



4

## Make it applicable

Ensure learning is relevant with easy transfer to real life.

**Job connection and human support result in better learning outcomes<sup>1</sup>**



5

## Rethink facilitation

Move from instructor-led to learner-centered experiences.

- Reduce time spent delivering content and focus on active learning
- Design authentic activities and be prepared to support
- Use leaders, managers, experts and peers to lead sessions

“Effective leaders are, first and foremost, good teachers. We’re in the education business.”

—John Wooden



6

## Provide an efficient learning environment

Make it easy for learners and facilitators to engage and collaborate.

“Many traditional learning delivery technologies are not built for collaboration. Look for solutions that deliver a learning experience that focuses on practice, application, collaboration, discussion, and easy content creation.”

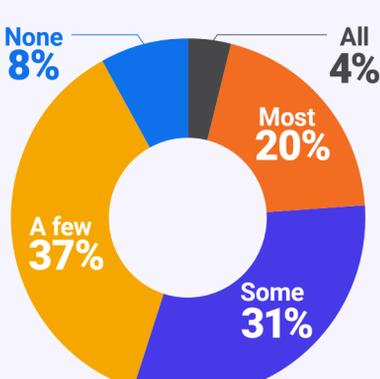
—Josh Bersin<sup>2</sup>



7

## Measure and improve

When setting goals, define clear performance indicators and gather reliable data.



**Few learning programs are designed with measurement in mind<sup>3</sup>**

**What portion of your learning programs are designed based on specific, defined metrics?**

Source: Brandon Hall Group, 2020 Learning Measurement Study.

**FREE EBOOK**

This infographic is adapted from the Class eBook, **The New Rules of Engagement: The Guide to Human Experiences in Virtual Learning.**

<sup>1</sup> Wilson Learning Worldwide. Learning Transfer Model, <https://global.wilsonlearning.com/resources/learning-transfer/>

<sup>2</sup> Josh Bersin, 2021. Guide to Building Capabilities for the Never Normal, [https://joshbersin.com/wp-content/uploads/2021/07/2020\\_07\\_CAPABILITY\\_ACADEMY\\_BERSIN\\_1.1.pdf](https://joshbersin.com/wp-content/uploads/2021/07/2020_07_CAPABILITY_ACADEMY_BERSIN_1.1.pdf)

<sup>3</sup> Brandon Hall Group, 2020. In Search of Impact: The State of Learning Measurement, <https://go.brandonhall.com/l/8262/2020-06-04/b236z2>