

# CIVICA

{ A guide to  
evolving  
your learning  
offering



# A guide to **evolving** your learning offering

Learning and development (L&D) teams are under increasing pressure to work harder and faster to support learners and drive business growth.

Every organisation has different drivers, planning approaches, employee needs and a range of external audiences. Each one has its own varying skills and competency frameworks, with different development and compliance requirements.

As these business drivers and requirements continue to evolve, so should the learning offering.

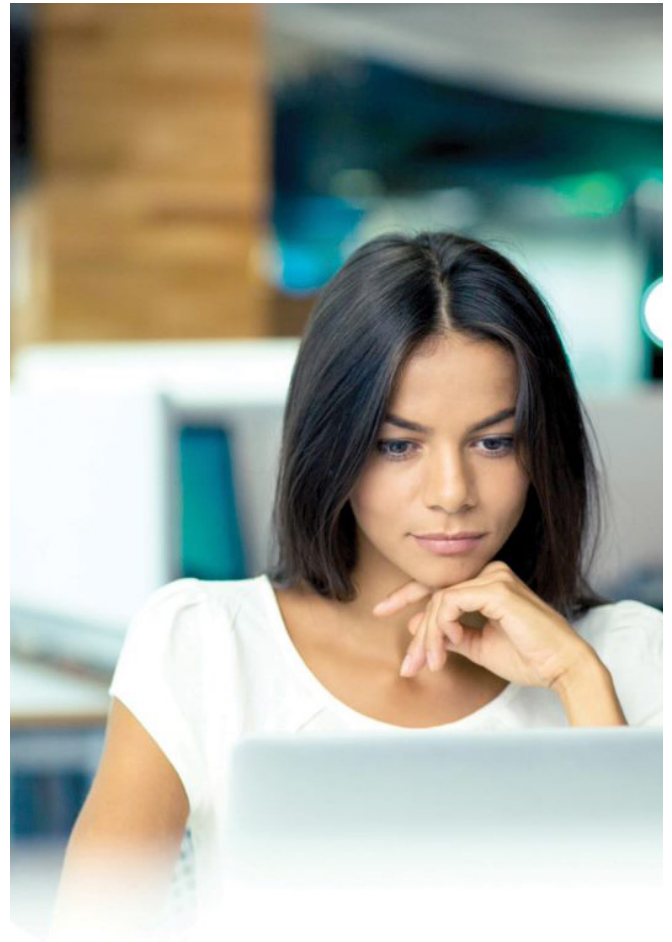
This guide shares insights on how to use your learning platform and content to evolve your learning offering – ensuring you provide the resources and tools required to deliver personalised learning and continuing professional development (CPD) experiences that are tailored to the needs of individuals across your organisation.

All with the aim of supporting the business and driving growth.

## Solving real Challenges

A learning partner can help align your L&D team with modern approach, define the view of success within your organisation and create a strategy to achieve that success.

A learning partner with a 'partnership mentality' – one that takes a consultative approach – will work with your L&D team to ensure your learning platform and content overcomes the real challenges experienced by your people.



## Embrace Digital

In today's highly digital world, it's more important than ever that your learning offering provides the same high-quality experiences that people get with consumer-based technologies. To be successful, it's vital that you fully embrace digital learning.

Ask yourself the following questions:

- Does your learning platform look dated?
- Is your learning content still relevant?
- Do you use printed forms or spreadsheets for CPD records?

- Do you force the use of desktops – that is, are you not actively supporting mobile?
- Is your learning platform not yet fully integrated with your other business systems – HR, CRM, Zoom, Microsoft Teams and others?

If the answer to any of the above questions is 'yes', the chances are that your learning offerings need modernising and you've not yet fully embraced digital.



In the time of the 'new normal', with more remote working and less face-to-face contact, there's even more pressure on organisations to get the right information to the right people at the right time – via the right channels.

Effective communication helps to build organisational culture, keep employees informed and reinforce what's important – all of which gives individuals the context and direction to grow within their role.

If you want your people to continue to work productively, your learning platform should play a role in your communications channels and provide easy access to relevant and consistent information.

## Make it personal - **with content people actually want**

Good content plays a major part in any successful learning strategy. It's important to recognise that, in addition to excellent design, relevance is also key.

To avoid the real dangers of information overload, you should provide relevant content that will support people in their roles and help them complete certain tasks. You should also consider aligning content with your skills and competency frameworks, enabling staff to develop for potential future careers.

Your learning platform should support you in delivering personalised learning content and experiences. This should be accessible at the point of need, on any device.

## Assess your learners' individual needs

You should provide the tools to assess learners against your skills and competency frameworks. This will help to identify gaps and promote the right content to help them develop the skills and knowledge needed.

Take this one step further by enabling comparisons over time, so your learners can demonstrate progression.

## A preference for bite-sized content

Learners want to access content at anytime, anywhere, on any device. Traditional eLearning catalogues tend to require desktop access and can be a general source of frustration.

Bite-sized content, which focuses on a single learning initiative or skill, is preferable. You could offer a varied blend of digital learning content that includes microlearning courses, videos, podcasts, animations, infographics and PDF documents.





## Make sure **internal content is relevant**

Learning content isn't just about eLearning courses. Most organisations already have a large internal library – including videos, podcasts, infographics and PDF documents – that can be used to supplement formal learning content.

However, internal factors such as mergers and acquisitions, new products or services, new technology adoption and external factors such as the economy and regulations – even global pandemics – can quickly make your content outdated.

You need an ongoing review strategy to ensure your content is up-to-date and relevant.

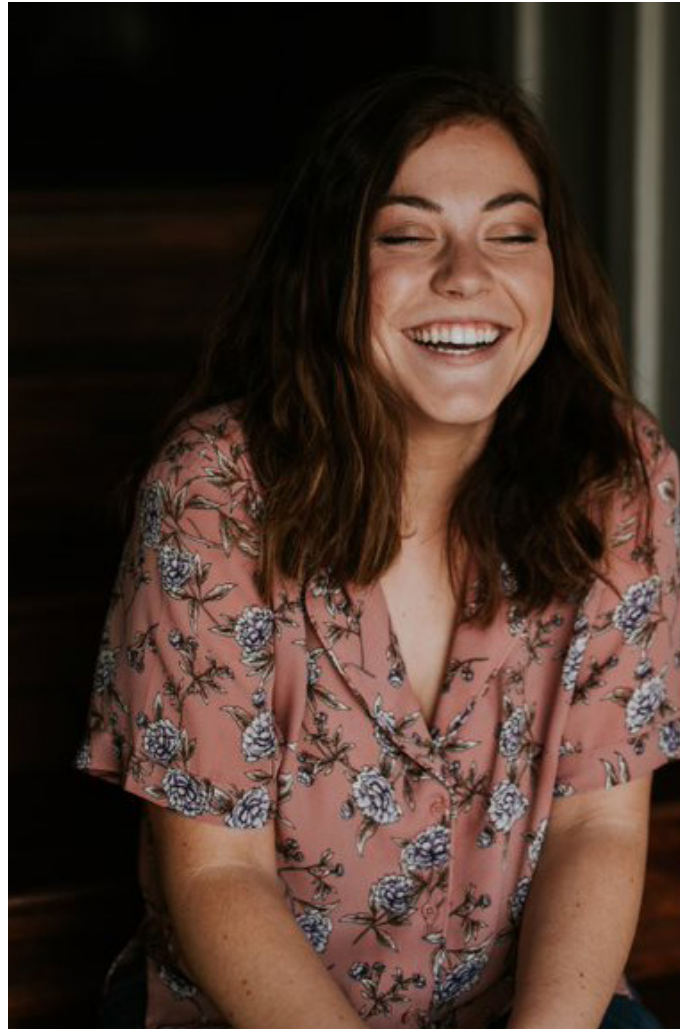
## Take advantage of **external content**

Building a library that contains only your own content can be costly and time-consuming. It's a good idea to enable connections to third-party sources of quality content that's relevant and proven within your industry sector.

In addition to learning and skills content from providers such as LinkedIn Learning, Pluralsight and FutureLearn, you may also wish to support your learners' health and well-being using providers such as Headspace and Calm.

## Provide a mobile Learning App

Even at a time when the number of people working from home has increased, mobile devices are still rarely an arm's length away. For some industry sectors, working from home is not an option. Therefore, providing a mobile experience should be part of any learning strategy.



Native Apps for iOS and Android devices can significantly improve the overall user experience for learners. You should also ensure that the Apps allow both online and offline access to learning content. Enabling learners to download content for offline use is vital for those employees whose normal work environment is away from an online connection.

Ideally, your Apps will also support a CPD experience in addition to learning content. This allows learners to access and record CPD activities within the App, so they can demonstrate their development.



## Encourage CPD **planning and tracking**

Equip your learners with the solution they need to plan, record and track their CPD. Encourage learners to plan and consider specifically which skills or competency areas they need to focus on with their learning activities.

Your CPD solution should then allow them to continually track their improvement against that plan. Visual dashboards give individuals tangible evidence that their learning is on track, encouraging them to continue with their development.

## Get social with your learning **and foster a community**

One of the benefits of being in an office environment is the connection with colleagues. For remote workers, this experience isn't always possible. To help develop and foster an inclusive community – including your remote workers – you can offer social learning experiences and let members interact with one another while accessing your digital content.

Let people like, share and comment on the content you're providing.

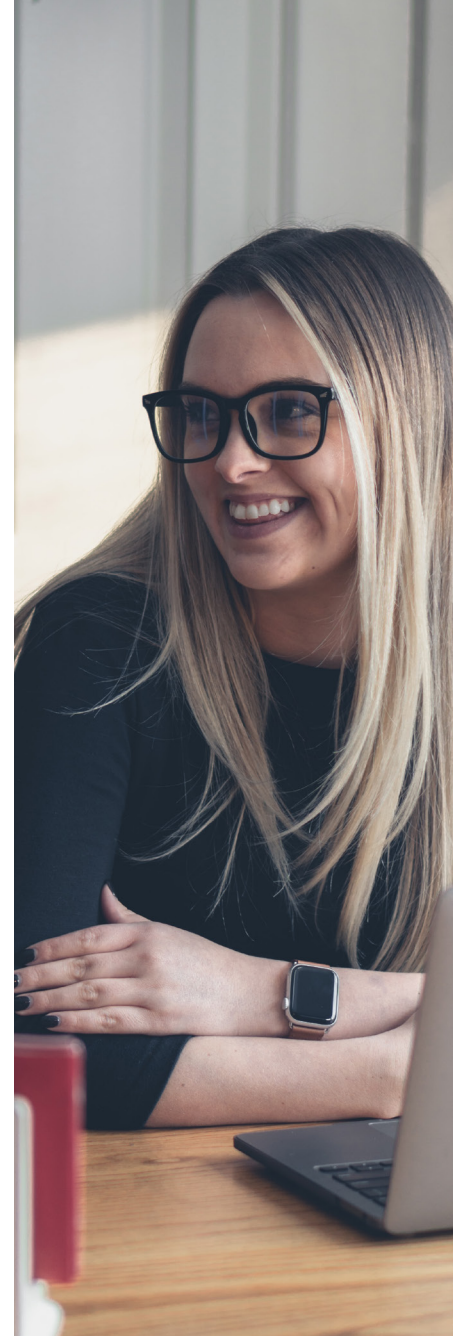


## Consider gamification and rewarding achievement

Gamified learning experiences tend to divide opinion – you do need to strike a balance. However, with careful consideration, elements of gamification really can encourage learners.

Simple visual trackers that show someone's current learning or CPD progress against their specific target – often based on points or learning hours recorded – can be a source of encouragement. Comparison charts showing an individual's overall progress against relevant peer groups might also be effective.

You could think about rewarding learners when they achieve set targets. Consider certificates or an 'open badge' – one that a learner can share as part of their professional profile on LinkedIn and elsewhere. After all, learning and CPD is a career-long activity, so the achievements and rewards should reflect that.



Empower your people with the knowledge and skills needed to improve performance outcomes.

## Agylia Learning Management System

The Agylia LMS provides digital, classroom and blended learning experiences to employees and external audiences. Compliance capabilities are combined with consumer-grade user experiences, personalisation and social learning to create a platform that powers self-directed learning and drives engagement.

The Agylia LMS incorporates a complete solution for CPD planning, recording, progress tracking and auditing.

Agylia Apps enable people to access digital learning content and CPD at the point of need, even when they're offline – whether they're in the office, at home, travelling or working away.

## Agylia Content Creation

We create bespoke eLearning and microlearning content that enhances learning experiences across a range of topics, including induction and onboarding, compliance, leadership development, sales training and many others.

We use the latest design approaches and technologies to create powerful and effective learning content for multiple sectors and industries.



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