

How to Craft Content and Trainings that Keep Teams Engaged

GoSkills online course syllabus

Skill level

Beginner

Lessons

16

Accredited by

Verified by GoSkills

Pre-requisites

No prior experience needed

Video duration

43m

Estimated study time

43m 33s

Instructor

Alex Mitts

Introduction

1 Crafting engaging content

In today's world, engagement is even trickier to retain across all things, including training content for your employees.

Nothing Extra

2 No more clutter

If the material you're including isn't necessary for learning, it doesn't belong in your course.

3 X marks the spot

When presenting a lot of information, sometimes the really important stuff feels like finding a needle in a haystack.

4 Keeping things close

When you present information in a way that helps the brain make connections faster, you make it easier to learn the material.

5 Ears and eyes

Your senses, including your ears and eyes, typically work together, and keeping this in mind can help to craft a learning experience.

6 Talking heads

What your viewers are looking at is important, but many individuals aren't comfortable being on camera, which can make this a bit challenging.

Break It Down

- 7 Information overload**
Sometimes you can have too much of a good thing, which is true when it comes to information in a learning experience.
- 8 Give me a break**
The light at the end of the tunnel is important, which is why giving your learners some agency over their learning and breaking it down for them is important.
- 9 Filling in the gaps**
Patching a few holes in your home doesn't take a lot of effort, but building a whole house from scratch is a different story.

Feeding the Brain

- 10 The modality principle**
The human eyes already do a lot of work in their day-to-day, so you can help with retention and deliver information auditorily.
- 11 The multimedia principle**
A picture is worth a thousand words, so don't rule out the use of images in your eLearning!
- 12 The personalization principle**
It's hard to learn from someone you don't like, so design your trainings with your friends in mind.
- 13 The voice principle**
Humans like to connect with other humans, and this is important to keep in mind when doing voice overs or additional supplements to your training.

Extra Tips for Increasing Engagement

- 14 Recording better media**
When you go beyond the capabilities of a laptop webcam and microphone, you improve the experience for your learners drastically.
- 15 Utilizing gamification**
Nothing levels up a learning experience like adding gamification to the mix!

Conclusion

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Time to craft

Thanks for watching this course! Now, you should feel confident in your ability to build content and trainings that improve employee engagement.

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