Bring your content to life.

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Engaged people are today's competitive edge.

- Better productivity and service levels
- Learn faster and respond better

- But, everyone is time poor
- When learning is difficult, motivation drops

- You already have the content
- You know what they need to know
- The right learning tools can improve engagement and reduce learning time

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CEOs say
"increasing employee engagement"
is their number one strategic priority.
(According to a 2013 Conference Board survey.)

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eLearning is more than online.

- Instructional Design is the practice of creating "learning experiences" which make the acquisition of knowledge and skill more efficient, effective, and appealing

- Blend learning environment with workplace, social learning and off screen activites

- What and when learners want - mobile, self paced, relevant, available at point of need (Microlearning - the provision of short learning snapshots designed to meet a specific learning outcome has proved particularly effective in adult learning)

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You can optimise your content to enhance engagement.

Rich media:

Video ☑
Audio ☑
Animation ☑
Interactive media ☑
Quizzes ☑
Augmented reality ☑

- **Easy to navigate**
Common icons and visual symbols with concise instructions

- **Visually appealing**
Clean, clear, large font, simple sentences, consistency

- **Accessible**
Chunked content, Microlearning, hierarchical layering, breakdown of text-dependent modes of representation into varied presentation modes

- **Engaging**
Use of rich media and interactive elements to add depth to the user experience and variety to the learning experience

- **Motivating**
Gamification, release conditions, user progress, self-marking, auto feedback, certificates, leaderboards

- **Immersive**
By utilising the compelling power of story telling effective ID can create immersive scenarios and learning journeys

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There are many applications.

- Organisational and workforce development

- Training and onboarding tools

- Operational resource and compliance portals

- Bespoke elearning

- Change Management solutions

- Adult learning

- Learning outside of the workplace

- Inspiring staff engagement

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Supporting many business strategies.

- Dispersed, flexible workforce

- Contingent workforce

- Abbreviated product cycles

- Fast, innovative competitiveness

- Managing a flat organisation

- Staff as an asset in knowledge based industries

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Workflow.

Addie and Agile environments

Tailored proposal

Analysis of existing content and business objectives

Instructional design

eLearning best practice design approach

Assessment of audience needs and required outcomes

Proven and agile production processess

Comprehensive review and testing

Flexible and scalable delivery solutions

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Analytics to optimise learning experience.

- Auto feedback for formative workbook content reduces instructor marking time and allows for adaptive / personalized learning paths

- Summative content for submission keeps track of the learners journey

- Knowledge check tests provide learner motivation

- Surveys allowing collection of feedback to improve learner experience

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Improved learner communication.

- Email messaging within the course, questions sent direct to course administrators

- Live chat at portal or course level allows for collaborative learning

- Work peer-to-peer in a conversational process exchanging ideas and sharing organisational knowldege

- Social learning solutions offer further motivation with leaderboards and competitions

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However you need it.

- Cloud based apps

- Native apps

- Augmented Reality apps

- Content management and distribution

- LMS hosted learning resources

- Learning Record Scorm based Solutions

- Ebooks

- Education platforms

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Delivering ROIs.

- While e-learning programmes provide immediate ROIs
  - Cutting down travel
  - Reducing trainer cost
  - Less time off-site, more time spent being productive

- There are also significant ROIs related to business KPIs, other than just cost, for example
  - Productivity vs time spent upskilling
  - Customer satisfaction
  - Regulatory and legislative compliance
  - Employee satisfaction

- The right analytics programme can build a bridge to organisational KPIs

- Smartwork Creative puts learning objectives first

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Innovative and adaptive.

- The digital nature of eLearning allows it to explore new ideas and adapt to technical innovations

- Magic door is an app that can be programmed to recognise printed pages in existing material

- Having recognised a page, Magic door can add further content within the app: Games, quizzes, puzzles, audio, purchases

- Called augmented reality, it demonstrates an example of working with existing content and adding a new dimension

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Flexible pricing.

- Our Smart Learning solutions can be created, hosted and managed in many different ways to suit your learning needs, workflow requirements and budgets

- Many of our Smart Learning solutions include eCommerce functionality, facilitating extra revenue streams

- We can help you build your value proposition and prove the case for why you need a learning environment that engages better

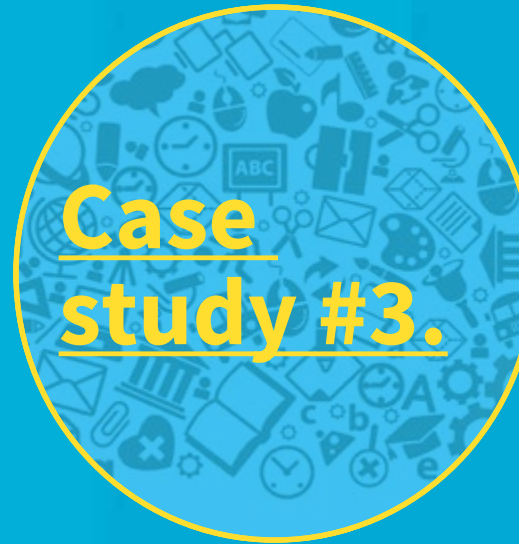*smartwork*
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Take a closer look.

Case study #1.

Simple quiz and analytical reporting integrated into existing or newly digitized content.

Case study #2.

eLearning module utilizing HTML animation to engage the learner.

Case study #3.

Scorm / Tincan based modules with instant feedback and full LMS reporting.

Case study #4.

Custom built, HTML / CSS / Javascript eLearning solution. Fully flexible and highly scalable.

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