

**Bring your
content to life.**



smartwork
CREATIVE

Engaged people are today's competitive edge.



- Better productivity and service levels
- Learn faster and respond better
- Behaviours that transform lives and businesses

But, everyone is time poor

- When learning is difficult, motivation drops

You already have the content and know what is needed

- The right learning tools can improve engagement and reduce learning time

eLearning is more than online.



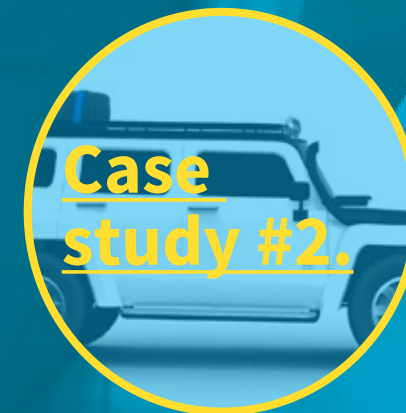
- **What and when learners want**
mobile, self-paced, relevant, available at point of need
- **Instructional design**
making the acquisition of knowledge more efficient, effective and immersive
- **Microlearning**
small snippets of information to gain specific learning outcomes
- **Blended learning**
not all on screen, takes in what is happening in the environment/workplace
- **Social learning**
exchange of knowledge either in person or online
- **Adaptive**
personalized learning paths
- **Analytics**
track learners journey and show achievement of ROI
- **User feedback**
improve learner experience with leadership boards and gamefication rewards



Create engagement.

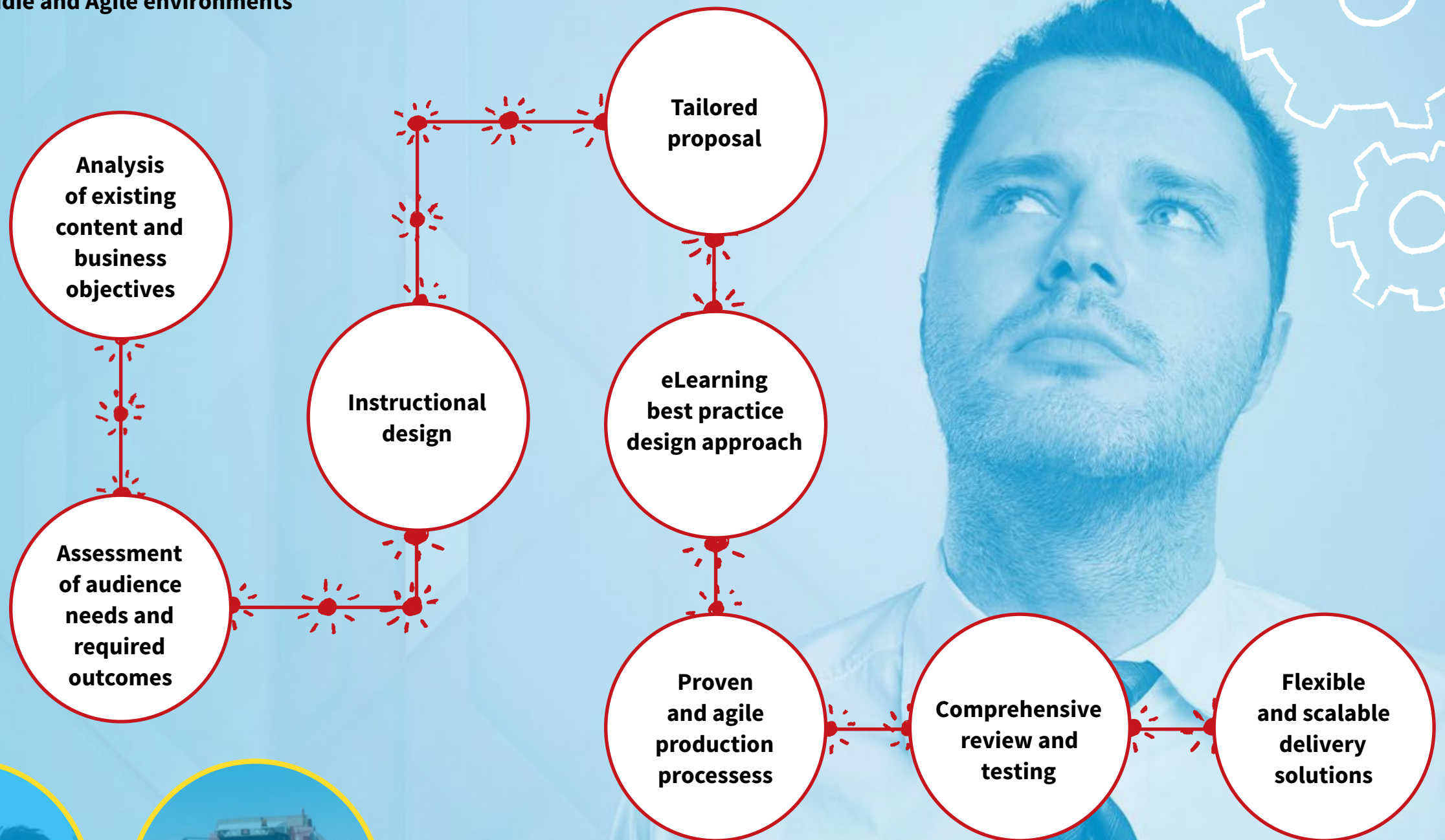


- **Engaging**
rich media / video / animation / quizzes / interactivity / augmented reality / integrate existing files
- **Immersive**
compelling power of story telling
- **Motivating**
gamification / release conditions / user progress / self-marking / auto feedback / certificates / discussion forums
- **Appealing**
adult learning / clean / clear hierarchy / simple sentences / consistency / breakdown of text into varied presentation modes
- **Changing**
engagement that leads to well defined behavioural changes



Workflow.

Addie and Agile environments



Case study #4.

Case study #5.

Analytics to optimise learning outcomes.

- **Auto feedback**
for formative workbook content reduces instructor marking time and allows for adaptive / personalized learning paths
- **Summative content**
submissions keeps track of the learners journey
- **Knowledge check tests**
provide learner motivation
- **Surveys**
allow collection of feedback to improve learner experience

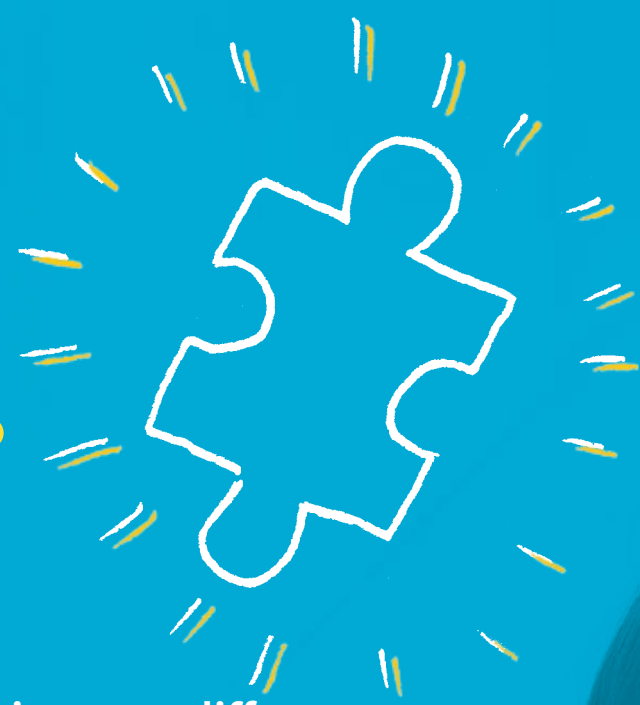


Delivering immediate ROIs.



- Flexible learning environment
lower travel costs and less time offsite
- Optimised trainer cost
self marking, auto feedback and student tracking
- Better productivity
effective learning tools reduce learning time
- Regulatory and legislative compliance
using analytics as CMS to record and store information
- Share organisational knowledge
social / collaborative learning / always available
- Optimise downtime
Micro / Need Now learning
- Behavioral change
the end ROI that creates business change

However you need it.



- Solutions created, hosted and managed in many different ways to suit your learning needs, workflow requirements and budgets. Ebook, Apps, LMS, Content management, Education platforms
- eCommerce functionality, facilitating extra revenue streams
- Adaptive and reusable assets - future proof
- We can help you build your value proposition and prove the case for why you need a learning environment that engages better

