

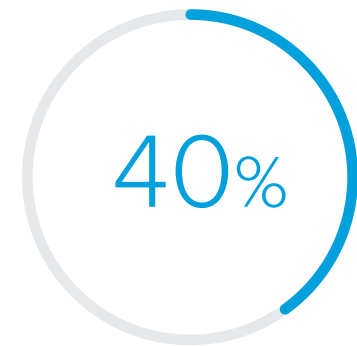
4 Ways to Engage
Your Workforce with
Mobile Learning

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FROM LINKEDIN

Learners have changed.

Advances in technology are revolutionizing learning experiences. Increasingly, smartphones and tablets are reshaping how employees access and consume learning resources.

Mobile devices provide access to content anytime and anywhere, which ultimately increases adoption of learning programs. This makes learning more relevant and self-directed than ever. By giving learners the ability to access content on their own terms, organizations empower teams. This saves the learner time and is critical to engaging a key audience — Millennials. As a result, T+D magazine lists mobile learning as one of six trends that will change the workplace forever.



of the global population has smartphones.
That's 3.4 billion people.



of smartphone users have taken a class or accessed instructional content on a phone. **That's 1.02 billion people.**

Smith, A. (April 1, 2015). [U.S. Smartphone Use in 2015](#). Pew Research Center.

1

Encourage learning anytime, anywhere

In the past, workforce learning happened at specific locations — usually classrooms, offices, and hotel conference centers. But mobile devices enable learning anywhere a user can connect to the Internet. Content can be consumed at home, during travel, and even on public transportation. This makes it possible to deliver training more frequently and to a wider audience.

With mobile learning, companies can offer training to employees who have a hard time attending classroom sessions or lack access to laptop or desktop computers. Research shows that improved access to content motivates employees to learn more.

Mobile devices are also the perfect platform for microlearning, in which learners develop skills by consuming short and focused bursts of content.

According to research conducted by Bersin, most learners won't watch videos longer than four minutes. Implementing a learning strategy that allows employees to develop new skills while performing daily tasks — such as commuting to work — can have long-term benefits. These include increases in knowledge retention, usage, and engagement.

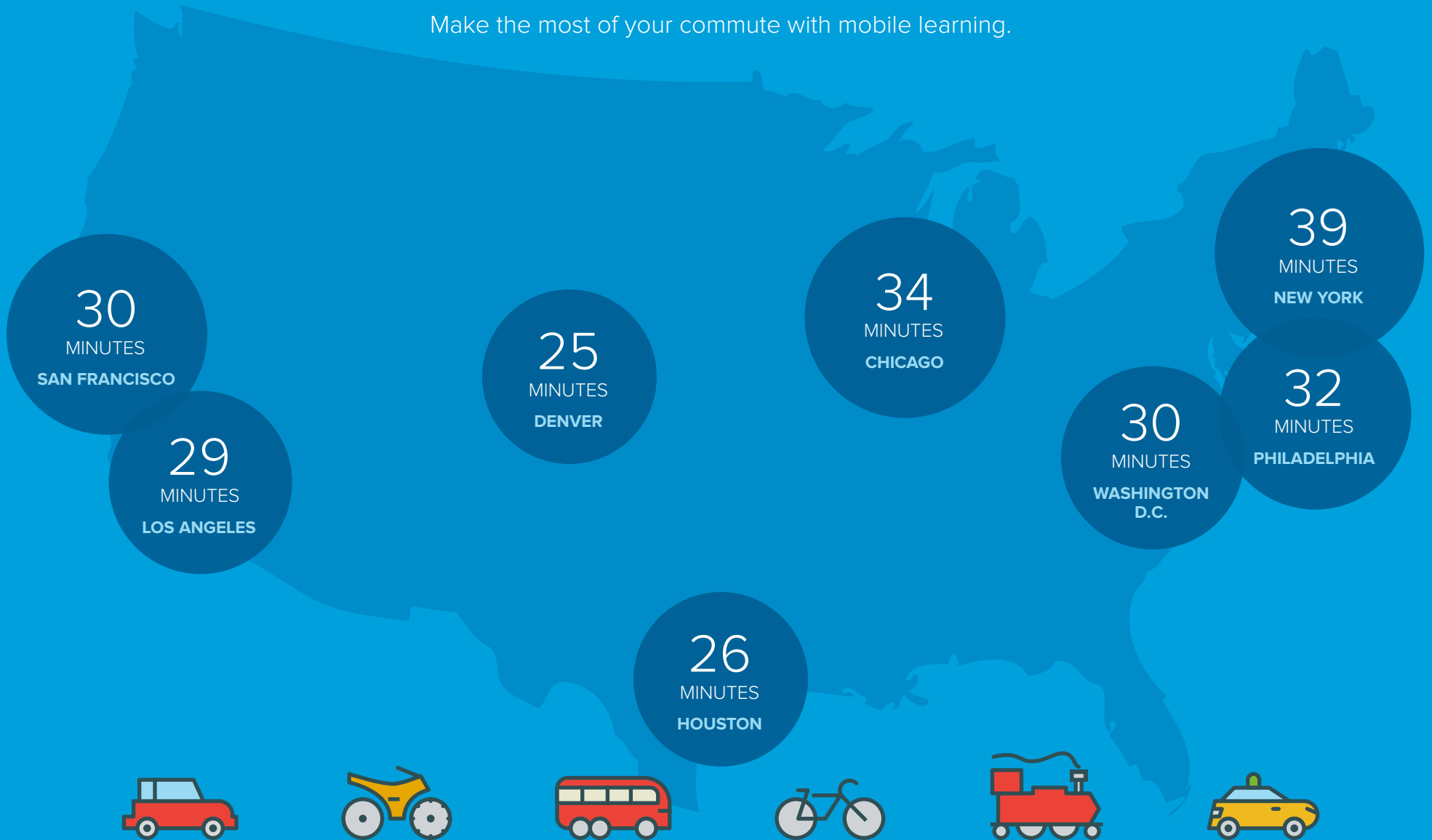
As its workforce grows more mobile, it's critical for an organization to increasingly offer learning environments that are also mobile.



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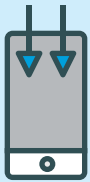
The average commute in the United States is 26 minutes.

Make the most of your commute with mobile learning.



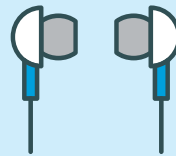
[Bloomberg Longest Commutes Study](#)

3 ways to make the most of your commute with Lynda.com



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2

Create

a culture of learning

Create a culture of learning by providing employees with an engaging learning solution they can access on their own devices. Employees can make learning a daily habit — one that can be cultivated and sustained for a lifetime.

Researchers say that 40 percent of everyday life is shaped by habits. When habits are formed, we become happier and more productive.

How can you cultivate employee learning habits?

Make learning accessible. Encourage employees to make time for learning. Allow them to focus on their own

interests. And identify learning champions to further encourage employee development.

By engaging employees in a culture of learning that lets them be self-motivated and constantly developing skills, you give them a greater purpose.

Create the kind of culture that maximizes learning and brings ongoing performance improvements.

“ *The single biggest driver of business impact is the strength of an organization’s learning culture.* ”

— **Josh Bersin**, Principal and Founder, Bersin by Deloitte



3

Empower

personal and
professional development

The empowered mobile learner is more likely to explore new topics by themselves and manage their own learning process. Research shows that [more Google searches now take place on mobile devices than on computers](#) in 10 countries including the U.S. This shift toward mobile search makes it essential to prioritize mobile when developing talent development strategies and thinking about how learners discover new content.

Offering an on-demand service that allows employees to learn at their own pace, and on their own time, offers flexibility, increases engagement, and supports continuous learning. Mobile access empowers learners to develop in ways that support their professional goals.

Mobile access combined with formal talent development programs promotes a culture of learning that builds opportunities for growth.

Did you know?

53%

of Millennials say learning new things or having access to professional development opportunities would make them stay at their jobs.

7 out of 10

respondents in a 2015 survey said that job-related training and development opportunities directly influence whether they stay with a company.¹

Employees under

25

rate professional development as their

#1

driver of engagement.²



Employees over

35

rate professional development as their

#2

driver of engagement.²

¹ Wayne Applehans, President and Chief Product Officer, Jones/NCTI, "What Gap? What the Generations Say About Learning and Technology in the Workplace," March 23, 2015

² Jeff Schwartz, Josh Bersin, and Bill Pelster, "Introduction," [Global Human Capital Trends 2014](#), Deloitte University Press, March 7, 2014

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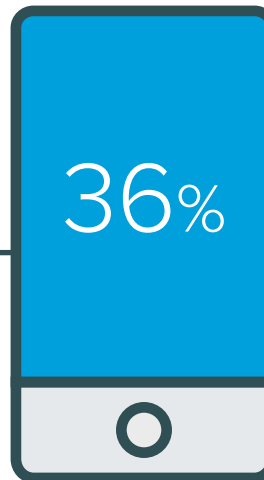
Boost productivity

Mobile learning fits into busy schedules and requires less time than instructor-led training, minimizing productivity losses. In addition, it's been shown to provide the same knowledge transfer and assessment results as classroom or traditional online learning, but in a shorter timeframe.

Workers expect information to be immediately available, and mobile devices present the perfect opportunity for “just-in-time” learning. Mobile learning allows employees to quickly find the answers they need and get back to the task at hand without interruption.



Productivity would increase by



if enterprise apps were made mobile.

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