WHY HIGH-IMPACT LEARNING TECHNOLOGIES ARE PROVING BETTER OUTCOMES

A Practical Guide to Driving Better ROI in Less Time with High-Impact, Affordable Tools

Introduction

Technical innovation accelerates at an unprecedented pace, but it doesn't mean you have to get left behind—and it doesn't mean you can't take advantage of valuable trends. Introducing high-impact learning technologies into corporate L&D presents unseen levels of engagement, retention, and ROI from training.

Newer technologies emphasize a shift to "learning by doing"; employees are no longer passive participants in online training. Referring to Edgar Dale's Cone of Experience, **people remember 90% of what they do, versus only 10% of what they read or 30% of what they see.** With technical innovations in L&D, immersive and high-impact technologies have the power to stimulate all the senses and help the brain record the activity. **This highly engaging experience more accurately leads to higher knowledge retention—an impressive upward thrust of 75%.**

The combination of high-impact learning technologies combined with traditional eLearning and ILT is proving to yield better outcomes in employee performance, engagement, and skill development.

Furthermore, the integration of artificial intelligence (AI) into personalized learning experiences has proven to be a game-changer. With AI as our ally, we can enhance productivity, tap into our creative potential, and make better-informed decisions. This is our chance to affordably scale operations like never before.

As the evidence mounts in favor of these revolutionary tools, L&D managers can harness the power of newer technologies to prove better results for L&D investments. Employees are also hungry for inclusive and engaging workplace experiences that lead to learning and growth. By leveraging these new modalities, learners can be efficiently upskilled and maximize their potential.
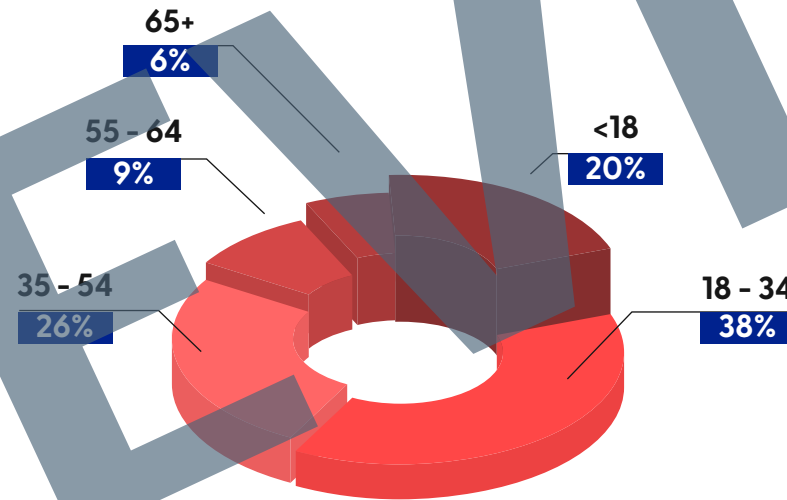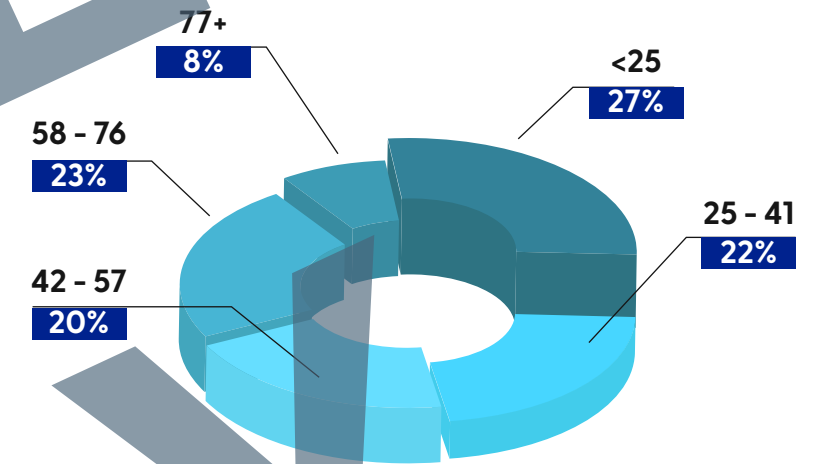
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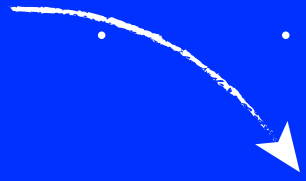
The truth is we are surrounded by games. From Peloton's fitness and scoring model to Starbucks and Prius, slowly yet steadily we are exposed to the thrill of games. And, if you thought games are only for the younger generation, think again!

Gaming by Generation

Did you know that there are **3.3B** gamers around the world?

Gamers by Age

- 65+ **6%**
- 55 – 64 **9%**
- 35 – 54 **26%**
- <18 **20%**
- 18 – 34 **38%**

US Workforce by Age

- 77+ **8%**
- 58 – 76 **23%**
- 42 – 57 **20%**
- <25 **27%**
- 25 – 41 **22%**

According to the ESA, 68% of American Adults Play Video Games*

*Source: ESA 2021 study / US Department of Labor.

There are so many ways games and gamification strategies edutain learners. When learners are engaged, outcomes improve—the data proves it.

Why Game-based Learning?

When implementing games and gamification in a training strategy, organizations can gain an unparalleled advantage from unique features:

- ✓ Platforms like **The Training Arcade®** have a gallery of customizable interactive training game templates, allowing you to build as many games as needed to motivate learners.

- ✓ A typical Learning Management System (LMS) allows you to track participation and completion rates, quiz scores, and other training data and analytics.

- ✓ Game analytics provide similar levels of detail, with the added bonus that most people play games multiple times.

- ✓ Scores, engagement rates, and other game data give you the insights needed to adjust and improve the learning experience.

See It In Action!
Experience the power of learning games!
Play JEOPARDY!®
with ELB Learning to win prizes

JEOPARDY!

Win Big!

Use Case

IT Cosmetics: Gamified LMS for Product Sales Training

**A gamified Learning Management System used to educate and immerse sales associates**

CLIENT

IT Cosmetics is a leading makeup and skincare brand under the L'Oréal Group developed with clinical insights from cosmetic surgeons, plus ingredient and skincare expertise from dermatologists.

CHALLENGE

IT Cosmetics, a division of L'Oréal, needed to find a way to educate its sales teams about its range of products, its value proposition, and how it is weighed by skincare experts. The current lack of knowledge hindered sales from showcasing its range and brand. The company also wanted to implement a gamified, reward-driven Learning Management System (LMS) to fully immerse employees in their brand, mission, and focus on customer touch points around the world.

STRATEGY & SOLUTION

The main strategy was to build an interactive game environment using a fully customized instance of the **Motivate Cloud** LMS, to create an engaging, brand-specific learning journey for their team. The IT Cosmetics Global LMS is an interactive, game-based training platform that educates sales associates around the globe with micro modules, games, points, badges, and tangible rewards.

▶ **WATCH VIDEO**   ≡ **READ**
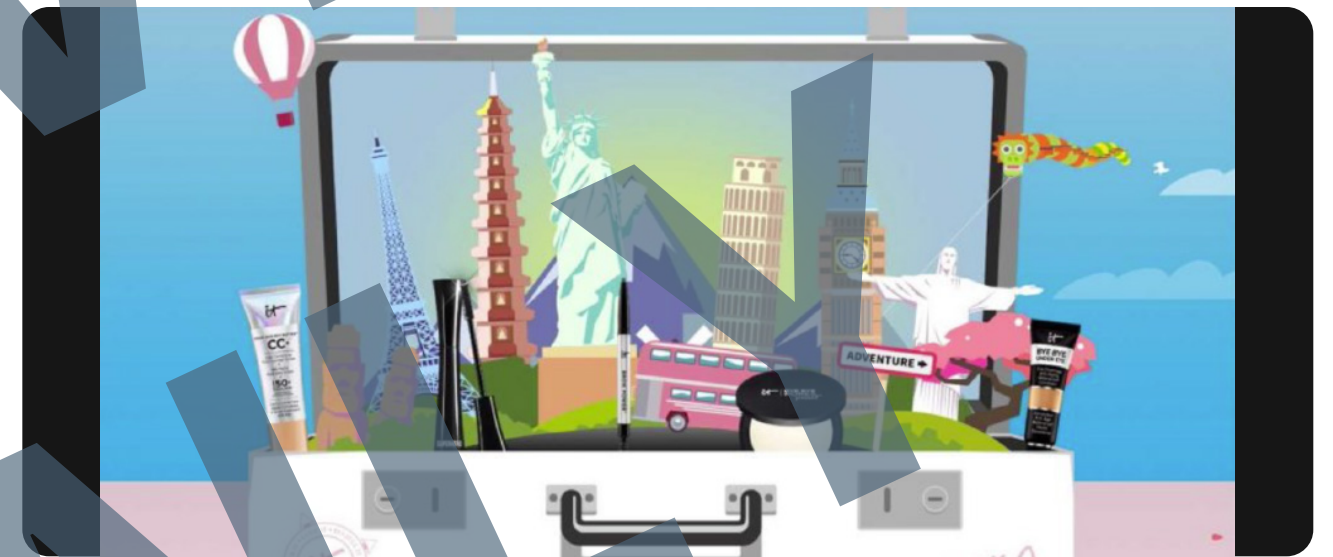
Why Virtual Reality?

Between research data and multiple success stories from leading brands, the question really is **"Why not VR?"**

✓ **Attention Rate**
Immersive learning gets 100% attention.

✓ **Engagement Rate**
Immersive learning (including both VR courses and games) is "stickier" than other forms of learning due to its impact.

✓ **Retention Rate**
VR learning has shown an 80% retention rate 1 year after training, whereas traditional training achieves 20% after 1 week.

✓ **Freedom to Fail**
Mistakes made in virtual reality are mistakes not made in reality.

Let's debunk some common myths surrounding VR:

MYTH	FACT
Immersive content takes too long to produce	Not all VR courses require extensive production and development. New features such as the AI image generator in CenarioVR can create a 360-degree scenario without picking up a camera. Once you have images and video, a VR authoring tool works just like any other eLearning authoring tool.
The cost of VR training is prohibitive	Between $200 cameras and AI tools that can generate 360-degree scenes without filming anything, the cost of producing VR is cheap compared to in-person learning. Moreover, AI tools make it easy to create a pilot to test ideas even before production is planned.
Custom programming is needed	360-degree videos and images can be just as effective as full 3D environments.
Distribution of immersive content requires headsets	While headsets make the experience more immersive, you can still deliver immersive content to smartphones, tablets, and browsers.

The Power of Video-based Practice & Coaching

Perfect practice makes perfect—and video-based learning is an ideal way for learners to practice! As part of a guided course or during solo training, practicing is essential for perfecting skill development, enhancing performance, building confidence, and achieving goals.

Seeing is believing! Actively recording and documenting learning wins hands down over passive learning. Aside from perfecting better communication skills, employees, mentors, and even AI can evaluate non-verbal cues, gestures, voice tone, and body language. With video and audio-based assignments, learners can record themselves and get feedback from both AI and mentors, allowing them to spot mistakes early and have enough time to learn from their faults and practice again!

Plus, asynchronous audio/video-based learning helps employees practice at their own pace and convenience. By leveraging AI metrics to guide their performance, they can also ease mentor's workloads.

With Rehearsal, an audio/video-based practice and coaching tool, learners take more than **5 attempts** on average before submitting their video for mentors to evaluate!

More examples of using video practice to create high-impact learning outcomes

3M

- ✓ **Improved sales performance** in a complex clinical environment

PAYCHEX®

- ✓ **+8%** Retention
- ✓ **+10%** Revenue
- ✓ **+41%** Speed to competency
- ✓ **-68%** Travel Expenses

edmunds

- ✓ The best performers had received constructive coaching through Rehearsal from their mentors!
- ✓ Reps re-recorded an average of **6 times** before publishing.
- ✓ **102%** sales revenue more than doubled in one month!

Expect Better Results in Less Time with **Rehearsal**

Request Demo