ELEARNINGNEWS ARTICLE

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How to motivate your employees to follow online training courses?

Employee training is a very important element to implement a successful business strategy. In this article we will give you some tips to motivate your employees to take e-learning training courses.

Most people spend a third of their life at work, so being happy at work becomes one of the crucial elements not only for an employee's well-being, but also for a company's success.

Companies that spend above average in training are twice as likely to claim that their employees are very satisfied. Furthermore, **investing in employees makes them happier** and even more loyal to the company and the brand they work for. If you are willing to invest in the right types of training for the right people, you will get your return on investment in many ways. In fact, a recent survey found that 42% of employees rated learning and development as the main benefit for their company's employees. But how do you motivate your employees to take e-learning training courses?

1. Informal, open, interactive and rewarding approach to training

Training can become more efficient if it is structured using the new technologies and the potential offered by digitization. In fact, e-learning is an engaging approach to training, in which the learner can communicate and interactively use (co-constructing) the contents. And at the end of the training path he finds recognition and personal gratification. Thanks to the LMS platforms, **the training processes can be made even more informal and open**. Farewell therefore to the old frontal lessons that took place in the classroom. Trainers can upload and update content freely. The system has great flexibility: hundreds of participants in the virtual class can interact in real time or it is possible to record a videoconference and transform it into training content.

2. An engaging, playful and personalized approach to training

Another element that makes the use of an e-learning training course more attractive is gamification, which definitely encourages students to complete educational content and / or to earn points and badges. The games, thanks to the playful activity and to the involvement that characterizes them, they represent an excellent learning tool. Learning by playing is possible. Applying the playful logic of videogames, **e-learning courses they can become extremely engaging and personalized** (always keeping in mind the actions of the student). In this way, online role-playing games can motivate users and adventure scenarios can be useful learning tools.

One of the latest gamification trends is to encourage trainees to complete training modules with a cash prize to spend in the store or online. This type of premium is particularly useful for large companies that want to encourage the continuous training of employees.

3. Learning approach based on learning by doing

Gamification becomes more complex when using graphic tools to represent situations that the trainee could face in the workplace. The aim is not to test the learning of formal concepts, but to learn from real situations, learning by doing. In this way, the employee learns what is indispensable for him to improve his work and therefore his productivity.
The simulation can take the form of a more sophisticated quiz where there are images and audio files taken from the real world. For example, you can present a conversation and ask to solve a problem. A real interactive video can be envisaged where the trainee can intervene in the "history" by making decisions or a click system that provides correct or incorrect answers. This system can be very useful for performing security procedures.

An illustrious example: McDonald's has chosen to accompany the training of new employees through an online game, trying to make the learning process as engaging as possible. Consider that the company did not make the game compulsory for new employees, yet 85% of McDonald's new employees not only played the game, but stated that it helped them learn their jobs.

So why is it important to motivate your employees to follow e-learning training courses?

1. Investing in employee training makes them happier, satisfied and productive
2. If employees are more productive, the company will also benefit
3. E-learning offers an informal, open, interactive and rewarding approach to training
4. Training is not boring, but engaging, playful and personalized
5. Teaching is based on learning by doing, or learning from real situations, improving the work performance of employees.