



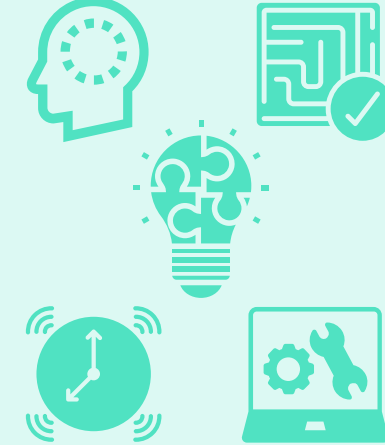
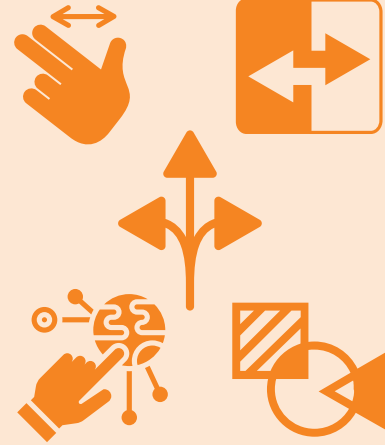
## LEARNERS WANT THESE THINGS FROM THEIR PERSONAL APPS

# Shouldn't Your Learning Offer the Same?

When over 800 corporate learners were asked for the top three reasons why they like their favorite apps from their personal lives, the winning choices were striking: Intuitive Interface, Fun, Interactive, Can Use with Friends, Solves a Common/Everyday Problem.

If your learners want these things from experiences they spend precious personal time (and money) on, shouldn't your learning experiences make sure to include all those things too? Making them collaborative leads to balanced, healthy learning!

### HEALTHY LEARNING ●●●●●



#### WITH OTHERS

#### INTUITIVE

#### INTERACTIVE

#### FUN

#### SOLVES A PROBLEM

More engaging than solo e-learning, therefore better retention of knowledge

Harnesses tacit knowledge from an organization and shares it

Learn with/from peers, leaders, SMEs, facilitators, outside experts

Cohorts as big or as small as your learning experience calls for

Easy to learn how to use so the learning happens faster

Lack of friction in the learning experience means less time spent frustrated with the interface, more time spent concentrating on the content

Central hub for all types of learning (live, virtual/live, recorded, self-paced, and group-based)

Clicking "Next" is NOT interactive!

Work-related assignments, video recording uploads, discussion boards, small group workspaces, etc.

Activities which require both action and thinking (so not just a multiple choice quiz) as well as application of the learning

Gamify! Add friendly competition! It works to motivate learners. They get REALLY into their badges and completion stats.

Boosts consumption of critical course content as well as applied learning

A dull learning experience leads to boredom and lack of learning. A fun one keeps people coming back for more.

Content without organizational context isn't useless, but it's pretty close.

People have real problems to solve and by allowing them to focus on real-world issues from their jobs, they're more likely to pay attention and learn.

Visit Intrepid's [Resource Library](#) for related surveys and insights.

For more about how collaborative online learning brings all these elements to the table, check out [The Definitive Guide to Collaborative Learning](#). For more about how collaborative learning fits into a blended learning approach, [The Blended Learning League starter kit](#) is a great place to begin expanding the aperture of your L&D programs.

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