WHAT IS PERSONALIZED LEARNING, REALLY?
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# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Page</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>Introduction</td>
</tr>
<tr>
<td>5</td>
<td>What is Personalized Learning, Really?</td>
</tr>
<tr>
<td>6</td>
<td>The Numbers Behind Personalized Learning</td>
</tr>
<tr>
<td>7</td>
<td>Why Personalized Learning is the Future of Employee Engagement</td>
</tr>
<tr>
<td>8</td>
<td>Key eSSential LMS Features for Personalized Learning</td>
</tr>
<tr>
<td>9</td>
<td>About eLogic Learning</td>
</tr>
</tbody>
</table>
INTRODUCTION

According to Brandon Hall, 84% of companies agree or strongly agree that personalized learning supports the development needs of employees; however, only about 30% of companies actually create a personalized learning plan most or all of the time.

There's a huge gap between the desires of companies to put personalized learning in place and their capability of achieving it. This is worrisome in an industry where personalization is becoming the gold standard of corporate training.

It's understandable why companies struggle to implement personalized learning. Looking at the plethora of buzzword-driven articles on the internet raises questions like: what is personalized learning, exactly? And does it actually work?

This guide breaks it all down.
WHAT IS PERSONALIZED LEARNING, REALLY?

Personalized learning is an industry buzzword; therefore, it’s subject to broad and confusing applications. It can refer to something as basic as an LMS checkbox option, or to something as nuanced as coaching.

Generally, learning and development professionals use the term to refer to:

- Matching learning to professional goals
- Creating learning specific to a department or hierarchical position
- Matching learning to visual, auditory, or kinesthetic learning styles
- Giving learners options of courses to fulfill compliance requirements
- Giving learners some control over pace, method, location, and time of the learning
- Providing a personalized, branded learning environment
- Creating opportunities for collaboration and social learning

LMS buyers and vendors should ensure they are on the same page when discussing the depth and nature of personalization. This will avoid dissatisfaction and make sure that buyers find the best fit for their needs and ambitions.

PERSONALIZED LEARNING MEANS LEARNERS CAN CHOOSE:
THE NUMBERS BEHIND PERSONALIZED LEARNING

While the research specific to corporate training is limited, information related to education, marketing, and personalization suggests that scientists will continue to find evidence for the effectiveness of personalization in user experience and knowledge retention:

- Learners using personalized learning **made bigger improvements** in math and reading than those at traditional schools; the longer they used the personalized learning, the better
- **Case studies** claim that personalized learning influenced positive cultural shifts
- **Personalized messages** make the people consuming them **feel more fondly** towards brands
- **77% of learning and development professionals** believe personalization works for increasing employee engagement

Benefits of engaged employees are well-documented. Companies are scrambling to find solutions to putting the spark back into jaded, bored workers. And when implementing the right technology, personalized learning can be a cost-effective method to increase engagement, especially as technology options increase and improve.

Development Dimensions International’s work environment factors contributing to employee engagement are aligned effort and strategy, empowerment, teamwork/collaboration, growth and development, and support and recognition – all of which tie deeply into personalized learning.

Personalized learning indicates to employees that their company cares about the individual needs of their professionals. Even in a large company, it can prevent an employee from feeling like an unimportant gear in a corporate machine.

Just-in-time training, which allows employees to access the training they want, when they want it, truly empowers workers to access knowledge when they need it. If they need to rely on managers to dole it out, the training may come at the wrong moment and employees will get frustrated.

Personalization can make employees feel more emotionally connected to the company and provides opportunities to learn in conjunction with coworkers, creating stronger bonds that make them a better team and more invested in the larger business.

*77% of learning and development professionals believe personalization works for increasing employee engagement*
WHAT IS PERSONALIZED LEARNING, REALLY?

WHY PERSONALIZED LEARNING IS THE FUTURE OF EMPLOYEE ENGAGEMENT

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3 REASONS THAT PERSONALIZED LEARNING HELPS RETAIN EMPLOYEES

- Demonstrates that the company cares about their professionals
- Empowers employees to learn and grow how and when they want
- Creates an emotional bond between the employee, the brand, and coworkers
KEY ESSENTIAL LMS FEATURES FOR PERSONALIZED LEARNING

As Brandon Hall discovered, 66% of companies agree that LMS technology is crucial to an effective personalized training program. Go with an LMS lauded for the best personalization in the industry with features like:

ABILITY TO ASSIGN COURSES BASED ON COMPANY ROLE

eSSential LMS allows admins to assign courses to specific groups of users, or certain departments or locations, or by many other factors.

ABILITY FOR LEARNERS TO CONTROL PACE

Admins can assign a deadline, but learners still have flexibility about when and where they take courses.

OPTIONS FOR INFORMAL LEARNING

Admins can make various optional classes available for personal/professional development. Video management also enables users to share learning insights with each other.

FLEXIBLE, ROBUST COMPLIANCE TRAINING PATHS

eSSential allows users to have options for fulfilling a requirement.

TRUE PERSONALIZATION OF LMS THEME

Imagine each franchise having their own LMS theme, or employees being able to earn themes based on course completion; themes can even be customized down to an individual user level.

COMMUNITY FORUM FEATURES

Community management brings social learning into the process, which bonds employees and increases knowledge sharing.

HIGHLY-SEARCHABLE COURSE CATALOG

Advanced search options help employees find just the right course.

ADVANCED REPORTING FEATURES

Customizable reports enable trainers to see where development plans are going right or wrong, and personalize paths based on that data.

CONTINUING EDUCATION OPTIONS

If employees feel they will learn better in an external course, they are welcome to take it and upload certification into the LMS to keep better track of all their training.

BLENDED LEARNING OPTIONS

Checklist features allow employees and their supervisors to record on the job training, helping to fulfill any 70:20:10 training model goals as well as learning style needs. One of eLogic’s clients, Heartland Dental, has seen an increase in knowledge retention and employee engagement once they started using the checklist feature to offer in-person training.
AWARD-WINNING LMS SOLUTION

Each advancement we make to the eSSential LMS is to ensure our client-partners can achieve their training and development objectives now and in the future. The eSSential LMS is recognized as a top learning management system year after year because of our commitment to continuous improvement and customer support.

We’re honored to be recognized by some of the most renowned analysts and organizations in the eLearning industry, but we’re most proud of the recognition we receive from our client-partners!

Brandon Hall – Silver Award Best Advance in Learning Management Technology for Compliance Training (2017)

Talented Learning – Best All-Purpose Extended Enterprise LMS, Top 3 Continuing Ed LMS, Top 3 Compliance LMS (2017); Best All-Purpose Extended Enterprise LMS, Top 2 Continuing Ed LMS, Top 3 Compliance LMS (2016); Top 3 Continuing Ed LMS, Top 10 Channel LMS, Top 10 Customer LMS, Top 10 Compliance LMS (2015)

The Craig Weiss Group (formerly Elearning 24/7) – #1 LMS (2018 & 2017); Top 3 LMS (2016); Top 3 LMS, Top 2 Extended Enterprise LMS, & Top 5 NextGen LMS (2015); Top 5 LMS (2014)

CODiE – Best Corporate / Enterprise Learning Solution Finalist (2017)


Bloomin’ Brands – Purveyor of the Year (2009 & 2010)

AND MANY MORE!
eLogic Learning is an award-winning industry leader in learning management systems, custom course content and learning strategy development. Founded in 2001, eLogic provides personalized solutions to each of its client partners to help their learning and development efforts succeed.

**WHY WE'RE DIFFERENT**

eLogic also puts a strong emphasis on its partnership approach. We believe clients shouldn't be treated as just an income source or numbers on a spreadsheet but as partners who can trust us to keep their best interests in mind and help them succeed.

Now, we've noticed a lot of other vendors throwing around the words “partner” and “partnership” lately too, but that really isn't enough, is it? For us, it goes beyond just words. We're here to make sure we deliver on our promise to help our client-partners increase productivity, mitigate risk and generate revenue and/or see a return on their investment.

**WE GIVE BACK**

We are committed to devoting our time, resources and efforts to benefit the world around us. That's why with each new client or sale, we celebrate our success by having our employees select a charity where we donate a portion of the proceeds. It's our way of saying thanks and giving back.

**LEARN MORE**

You can learn more about eLogic Learning, eSSential LMS, or even schedule a free live demo by clicking the buttons below:

- REQUEST A DEMO
- CONTACT US
- VISIT OUR WEBSITE