

GETTING THE MESSAGE ACROSS:

NEW, FUN APPROACHES IN EMPLOYEE EDUCATION

Some workers think of training as a chore — but this doesn't have to be the case. If you work on making your company's employee education materials light and fun, you can keep your team engaged and help them retain what they're learning.



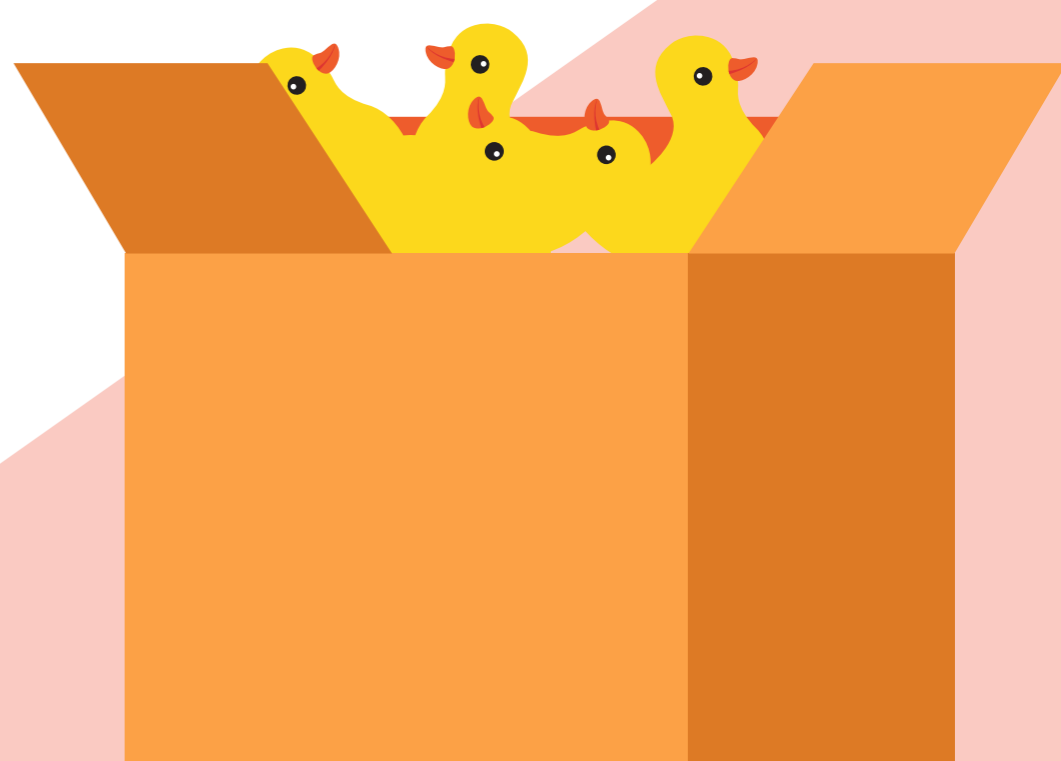
Here are a few tips to create a fun, relaxed training program:

USE VIDEO TRAINING MATERIALS

When your training program is made up of online, video-based courses, you have a huge variety of options to pick from. You can choose the most fun and engaging materials for any topic.

CONSIDER FUNNY OR SATIRICAL VIDEOS

Humor can help ideas stick in viewers' minds, so funny courses can teach serious lessons.

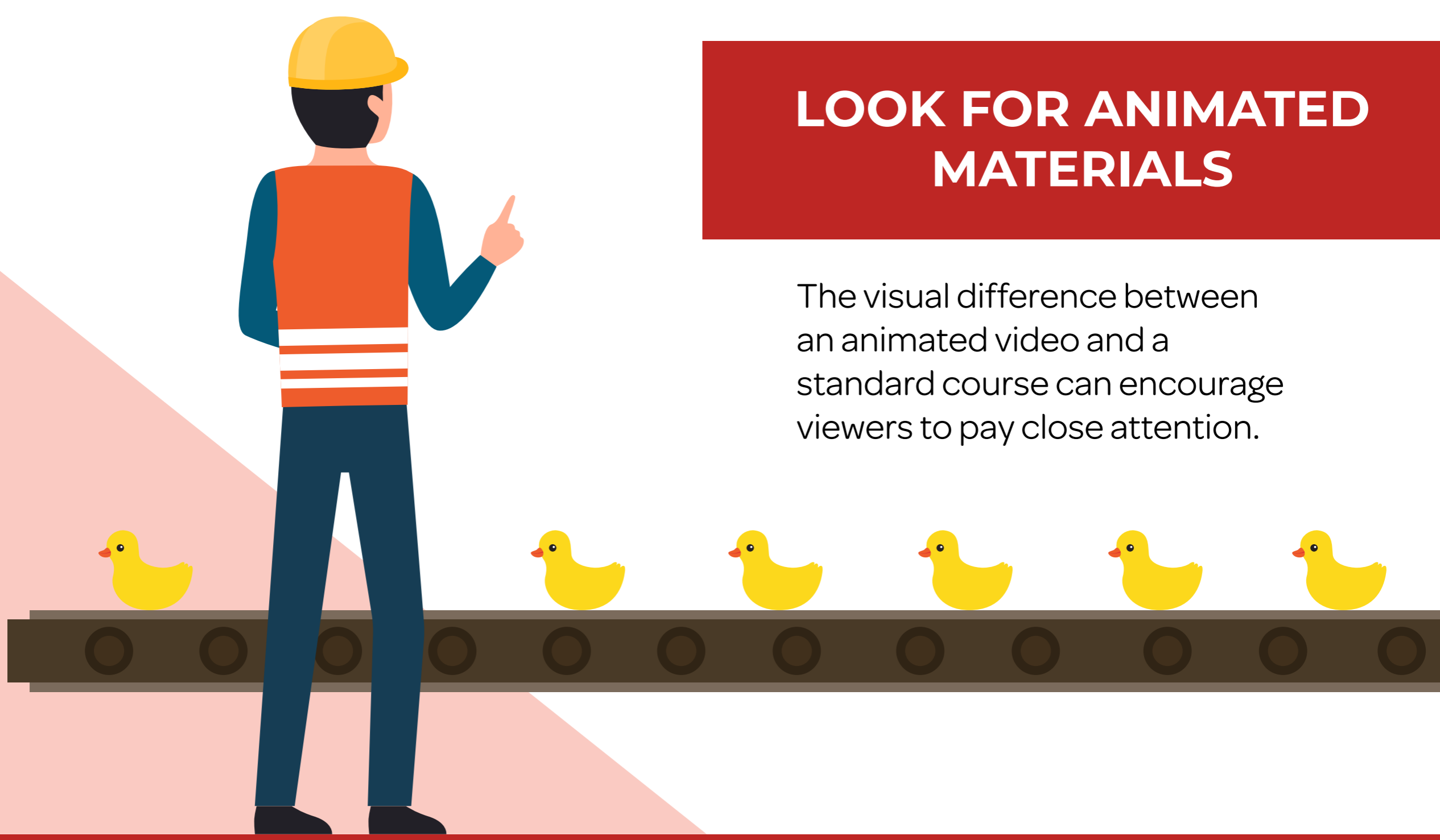


KNOW THE DIFFERENCE BETWEEN HUMOR AND COMEDY

Comedy, based around the telling of jokes, might not be appropriate for work materials. Humor, on the other hand, can be more gentle and encourage people to have fun — that's what you want in training materials.

LOOK FOR ANIMATED MATERIALS

The visual difference between an animated video and a standard course can encourage viewers to pay close attention.

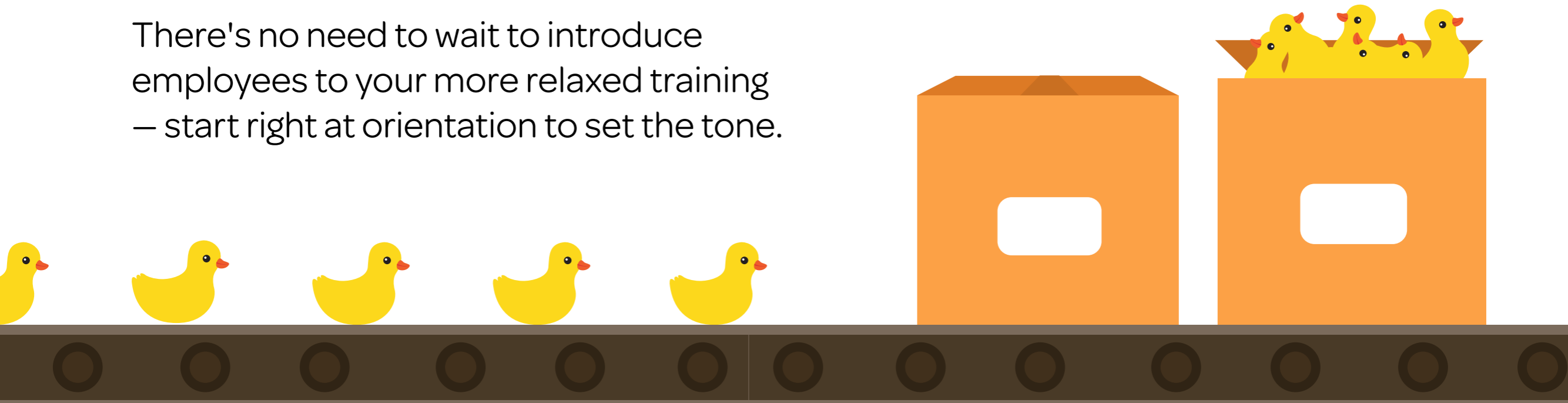


CREATE A TONE THAT FITS THE COMPANY CULTURE

While fun, lighthearted training content might not be right for every business, you should consider these materials if you're creating a casual, upbeat culture.

START YOUR FUN TRAINING PROGRAM EARLY

There's no need to wait to introduce employees to your more relaxed training — start right at orientation to set the tone.



To learn more about how fun and training can go together, as well as the benefits of this combination, download our whitepaper.