9 Ways to Keep Learners Engaged

1. Play Matchmaker.

What you can use: quiz, interactive tool (survey monkey or anything with branching logic)

Match learners to the right stuff – create a short quiz to assess their strengths, then customize rec's based on their results.

4. Build Stepping Stones.

What you can use: courses and/or workflows in LMS/learning platform

Offer micro-credentials: smaller, simpler pieces on the path to a certification.

7. Join the (Accountability) Club.

What you can use: online community, member directory in LMS/learning platform

Everybody likes a slick new badge – assign to new learners to show off online and create some buzz.

2. Level Up (and Out).

What you can use: workflows in LMS/learning platform

Set up different workflows for high performers to "test out" and struggling enthusiasts to get a little extra help.

5. Make It Public.

What you can use: public directory and search function in LMS/learning platform

Provide an easy place to list and check credentials. Bonus: boost visibility AND alleviate staff time.

8. Make It Easy + Keep Them Moving Forward.

What you can use: marketing automation, email marketing, workflows in LMS/learning platform

No one wants a dip in renewals or revenue, so remember to reach out to existing members who are re-certifying and keep them on track, too.

3. Stay in Touch.

What you can use: marketing automation, email marketing

Communicate often to keep your learners motivated for that next step!

6. Give Learners the (Self Reporting) Power.

What you can use: CE tracking tool in LMS/learning platform

Record, upload, track, and document progress in one place – easy for both you and learners to stay organized.

9. Let's Brag!!!

What you can use: digital badge software, course tracking tools in LMS/learning platform

Time to celebrate! Provide digital badges to share on social platforms (and the world).

Cloud Generation